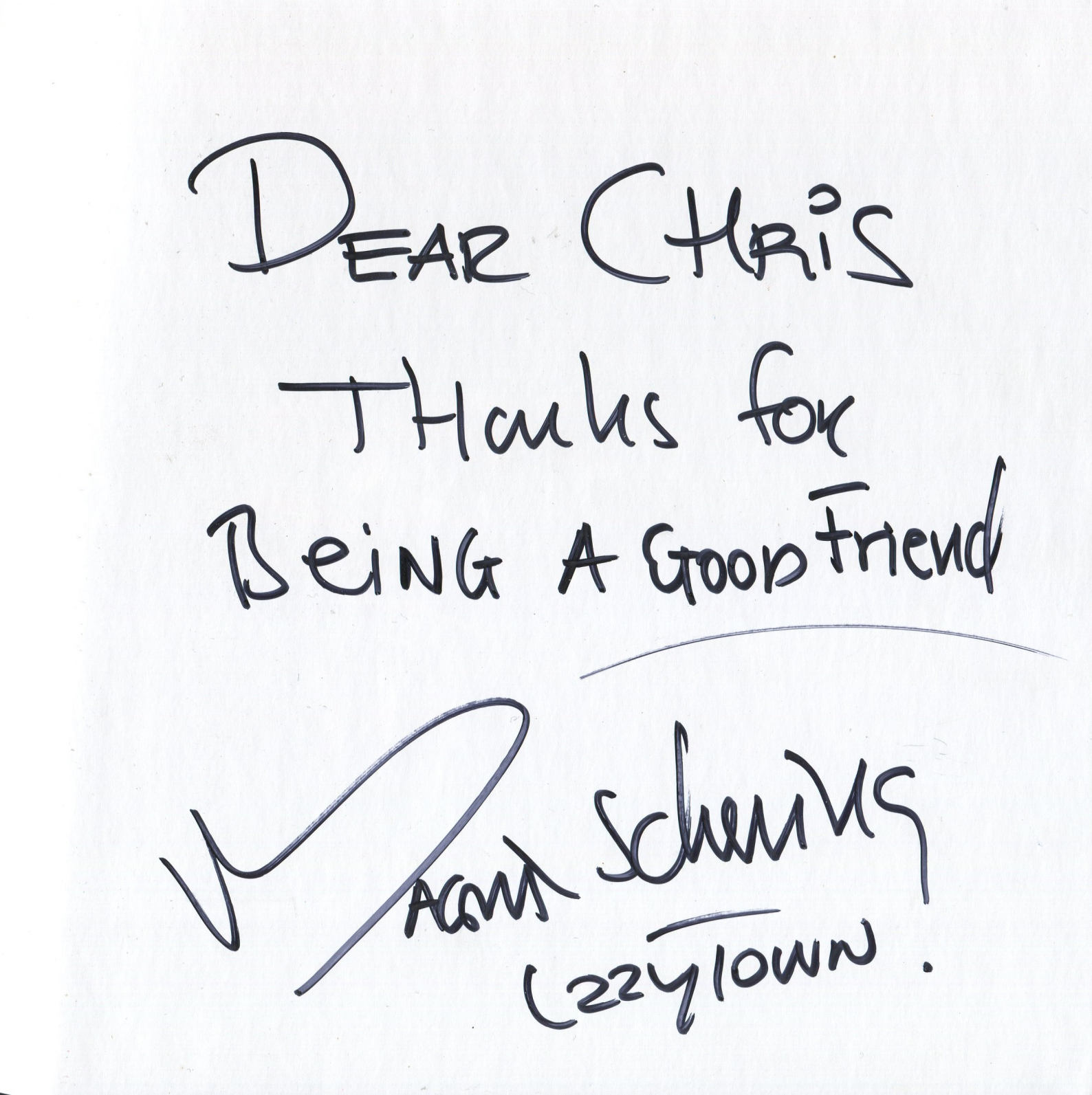
SPORTACUS



DEAR CHRIS

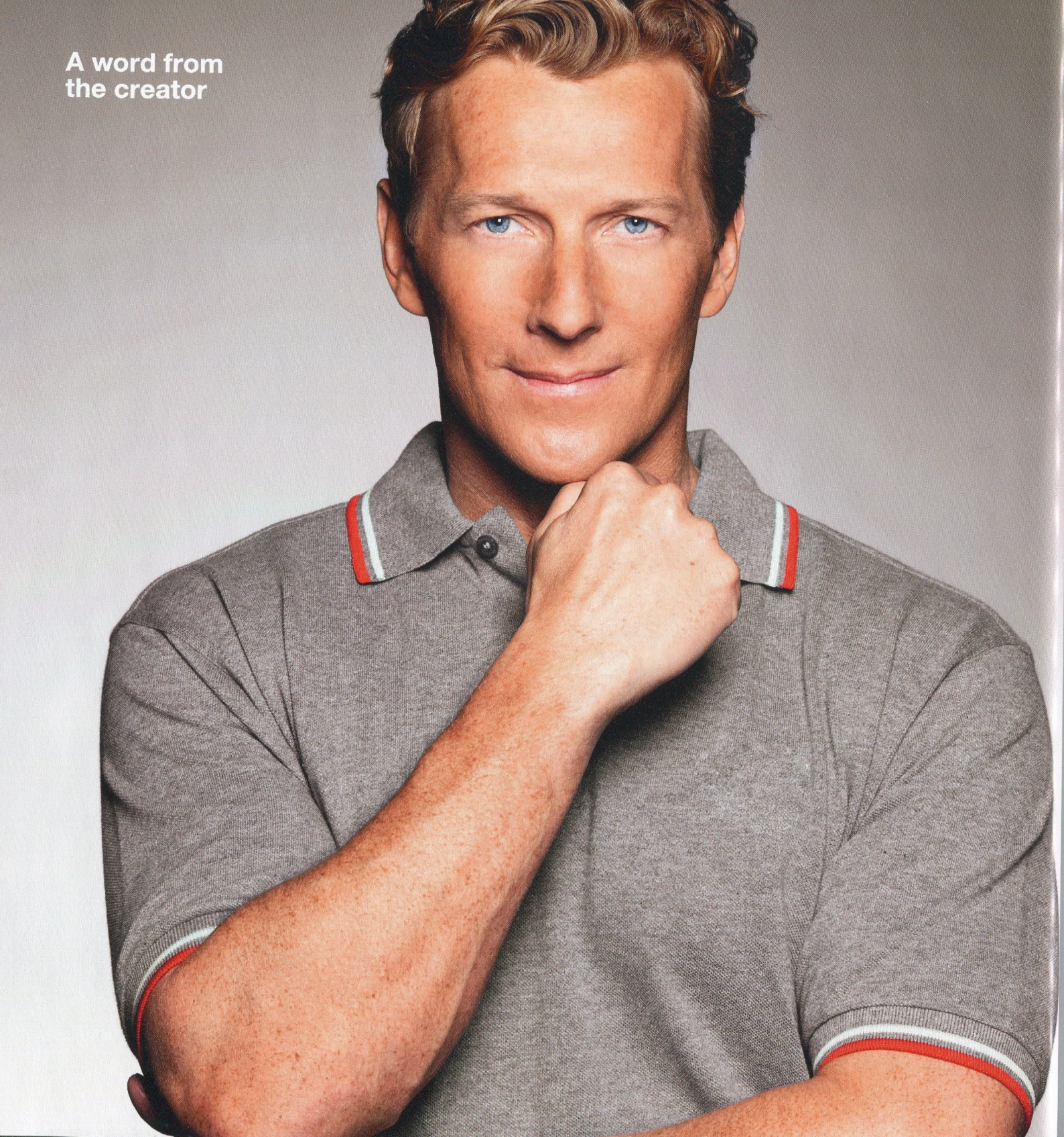
THanks for

Being A Good Friend

Magnus Scheving

Lazy Town.

WELCOME TO
TOWN™


A word from
the creator

Welcome to LazyTown!

Why did we create LazyTown the TV show?

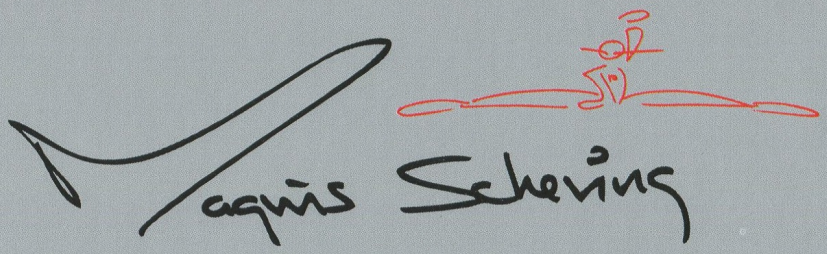
Sixteen years ago I realized that there was no role model in health. Furthermore, there was a lack of TV that motivated kids to make healthier lifestyle choices.

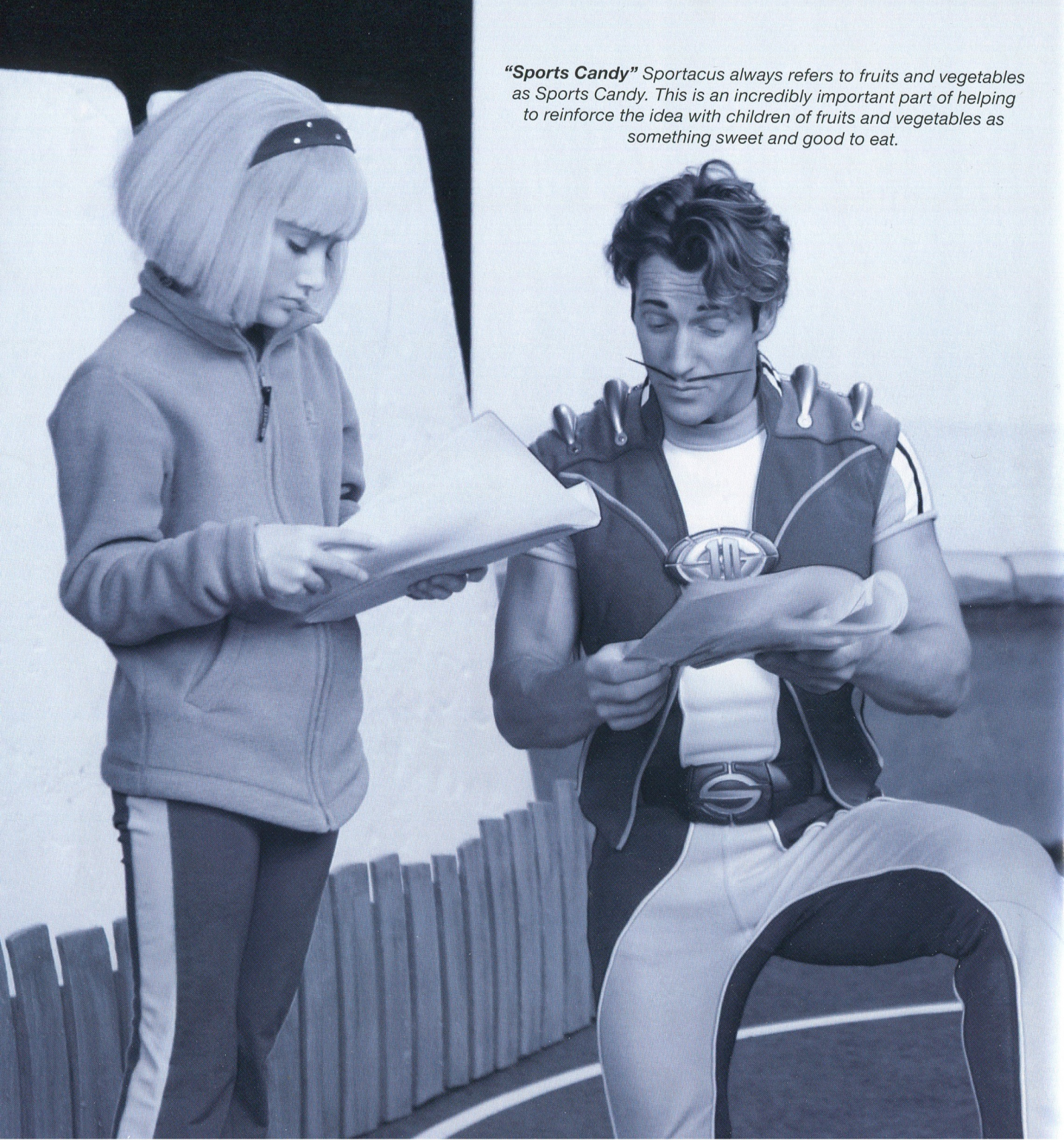
Television and other passive activities are often seen as one of the reasons for obesity among children. But it is a fact that entertainment through TV anmovies can motivate people. We just have to be smart about it.

We knew kids would not watch anything directly related to health. They should not have to worry about calories, exercising or nutrition, so we wanted a show that would include an enormous amount of entertainment value, movement, energy and sports without ever have to mention it - the only kids' TV show directly associated with sports. Instead we wanted to lead by example.

I therefore wanted to create a TV show that would encourage kids to be the characters and would have impact on their lives.

....so I created LazyTown. The Only Brand DEDICATED to Kids' Health.





"Sports Candy" *Sportacus always refers to fruits and vegetables as Sports Candy. This is an incredibly important part of helping to reinforce the idea with children of fruits and vegetables as something sweet and good to eat.*

Storyboards and Scripts

We storyboarded every single scene in LazyTown in each episode – more than 4,000 frames. Since the show was filmed with one single camera, like a movie, and the episodes were not shot as one linear story, we needed to have as much detail as possible in the storyboards to make sure we got all the continuity in the episodes.

The production had to balance between many different media mixed together – live actors, puppets, CGI, visual FX and hard sets. Therefore it was important when mixing it all together to have tools like storyboards to communicate the story to the actors, the puppeteers and the technicians.

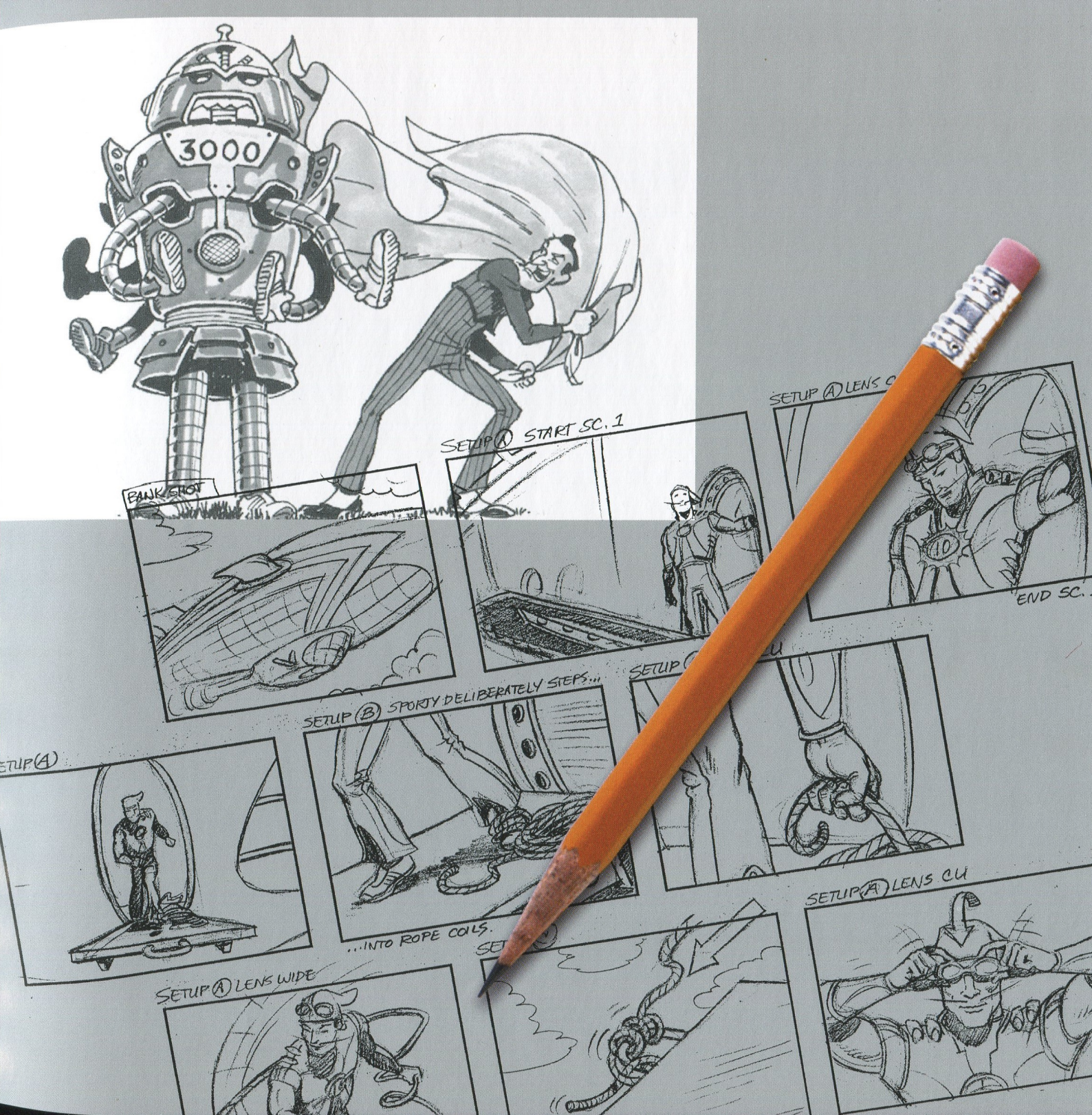
Storyboards were also used to edit the episodes together so we could see how it would look visually before we even started to shoot. This reduced any potential problems or challenges on-set during shooting.

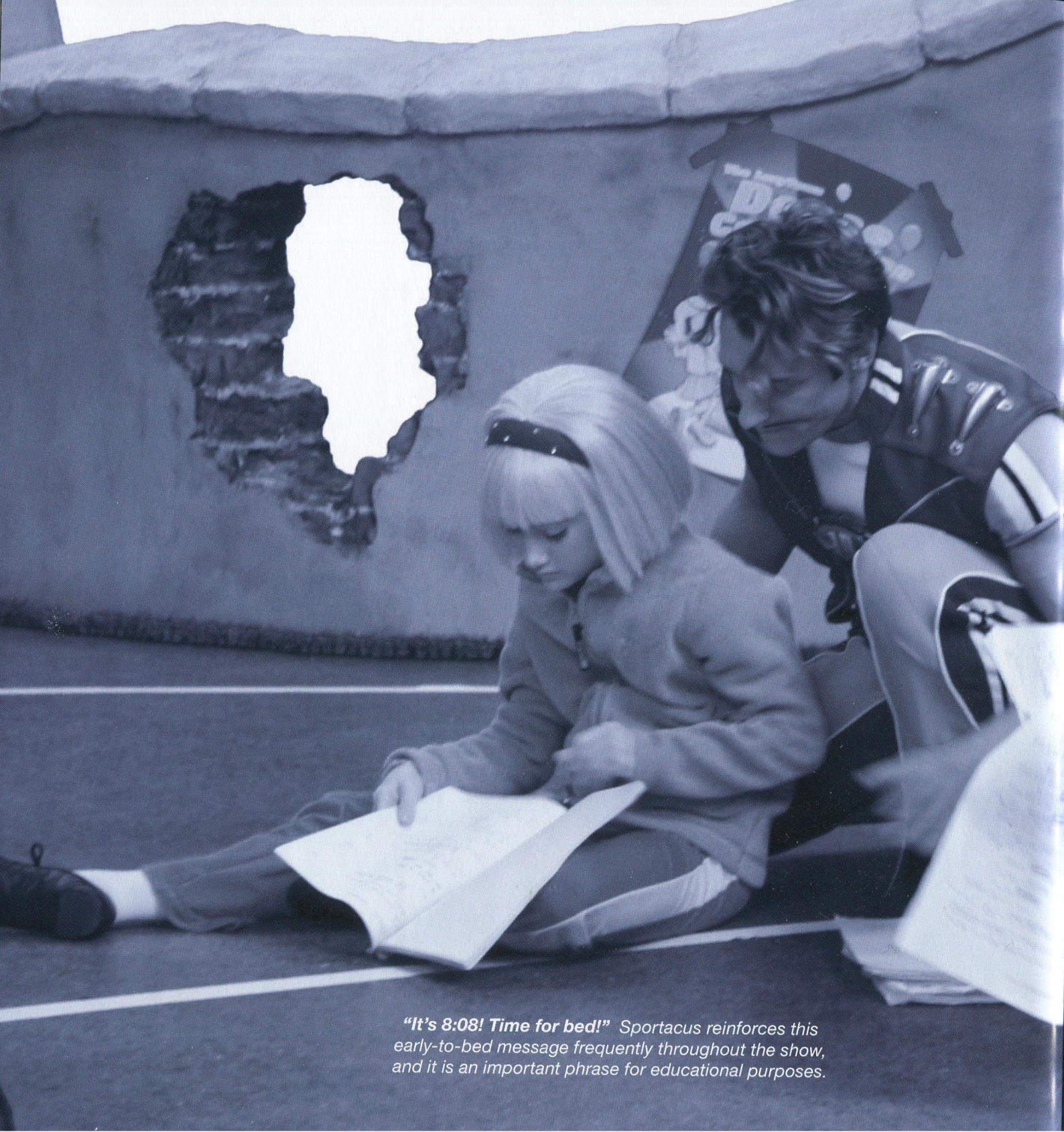
There are usually two types of stories: emotional kid-driven stories, where the kids overcome any challenges they face (e.g., teamwork, sharing, etc.) and superhero vs. villain, which is usually full of violence.

This made it complicated to write a LazyTown story, as we wanted to combine these two types of stories. We wanted the superhero and villain story, but at the same time, wanted an emotionally driven kids' story - without the violence – and at the same time it was important to have the gender split equal between boys and girls.

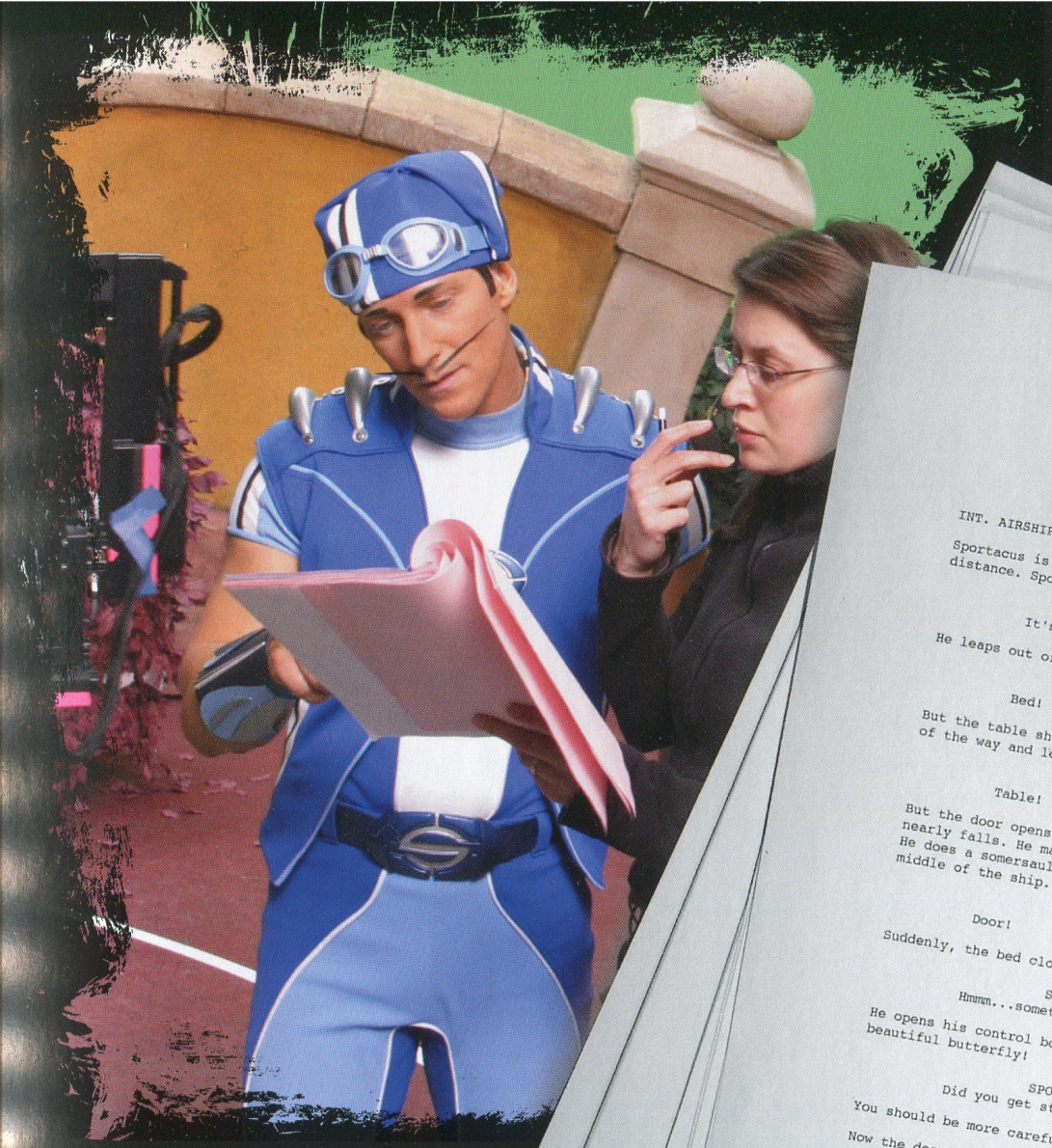
On top of that, things like "health", "education", "fun", "cliff-hanging excitement" and "song-and-dance" had to be woven into the stories. It is often like a small shelf with five elements, but the shelf only holds four of them. If you added too much of the "health" element in, the "fun" fell off the shelf. It turned out to be a great challenge to balance those different elements.

TO ZIGGY


3000
BANK SHOT
SETUP (A) START SC. 1
SETUP (A) LENS C
END SC.
SETUP (B) SPORTY DELIBERATELY STEPS...
...INTO ROPE COILS.
SETUP (A) LENS WIDE
SETUP (A) LENS CU



"It's 8:08! Time for bed!" *Sportacus reinforces this early-to-bed message frequently throughout the show, and it is an important phrase for educational purposes.*



LAZYTOWN

"LazyTown Goes Digital"
3rd Draft revised - 1 November 2005

INT. AIRSHIP - DAY

Sportacus is in bed. We hear a rooster crowing in the distance. Sportacus opens his eyes and smiles.

SPORTACUS
It's going to be a great day!

He leaps out of bed onto the floor.

SPORTACUS
Bed!

But the table shoots out from the wall! Sportacus flips out of the way and leans on the door.

SPORTACUS
Table!

But the door opens, and Sportacus flips end over end and nearly falls. He manages to grab onto the platform in time. He does a somersault back into the airship, walks to the middle of the ship.

SPORTACUS
Door!

Suddenly, the bed closes!

SPORTACUS
Hmmm...something's not working...

He opens his control box, reaches in and pulls out a beautiful butterfly!

SPORTACUS
Did you get stuck in my controls? You should be more careful! Door!

Now the door opens properly. Sportacus lets the butterfly go free.

SPORTACUS
Be more careful next time!

SWOOSH TO:

EXT. Lazytown

Robbie holds a cake and sits down on the bench.

ROBBIE.
Ahh, a perfect place – for the perfect snack.!

He lies down and puts the cake on the ground.

SWOOSH TO:

INT. MAYOR'S OFFICE - DAY

DigiPrime
10
ZEISS
VTR
Start
VF
Zoom
Std
File

Technology

Technically the set-up combined experience of both film and TV productions and created a new form of producing – a hybrid of both conventional production processes, all fully file-based and database driven. No tape or film was ever shot.

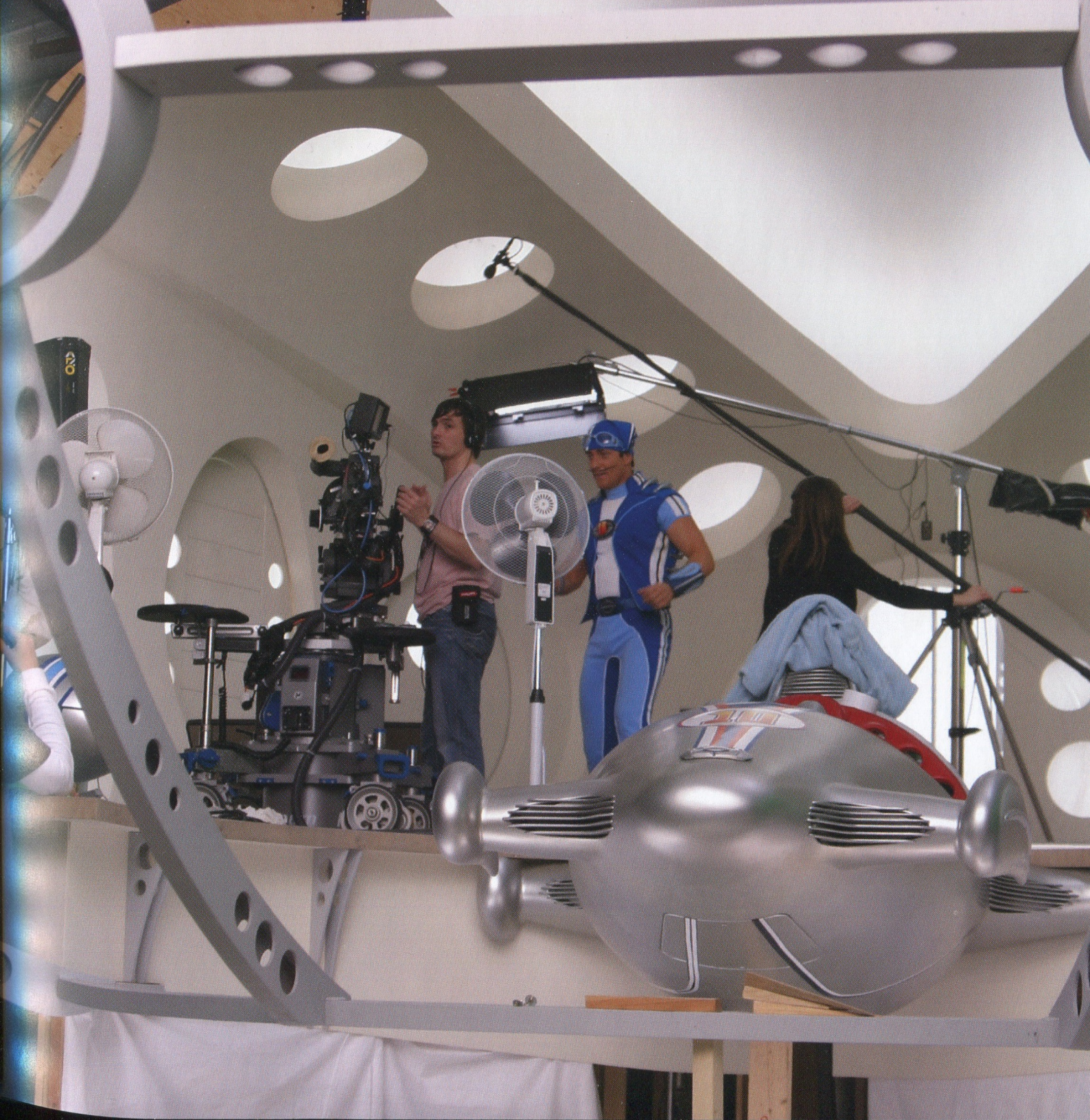
Finishing as much as possible on-set without slowing down the shooting process was one of the premises of the production. Shooting with the Thomson Viper and live-keying on-set with the HD Ultimatte, they created 80%-finished composites on-set, thereby saving work on the postproduction process. Each episode contained 80-100 visual-effects shots.

The good thing about this is that we could always show the actors and the puppeteers the background and the surroundings they were in. This applied also to the director, enabling him to see where he was in the world and how that could be operated.

One challenge was working on green screen when we were shooting scenes with vegetables, as they are mostly green, so we had to key them out. Challenging, but the technical team pulled off a fantastic job.

69

*LazyTown was shot on **Thomson Viper** film stream camera, full resolution 10 bit RGB 4:4:4 at 23,98p combined with live keying from an **Ultimatte HD** engine. The 10 bit RGB 4:4:4 dual-link was recorded with DVS Clipster on to a 60TB DVS SAN using DPX file format. Editing was performed on **Avid Symphony Nitris/Unity** and each episode was finalized using DPX files, recorded to Sony SRW-5000 1920X1080 – 23.98psf. The **CG backgrounds** were created by 12 artists using Maya, Fusion, Muster and Online virtual set software.*



Live Characters

Character development came after travelling the world talking to kids, who wanted to move and to their parents, who wanted tools to raise healthy kids.

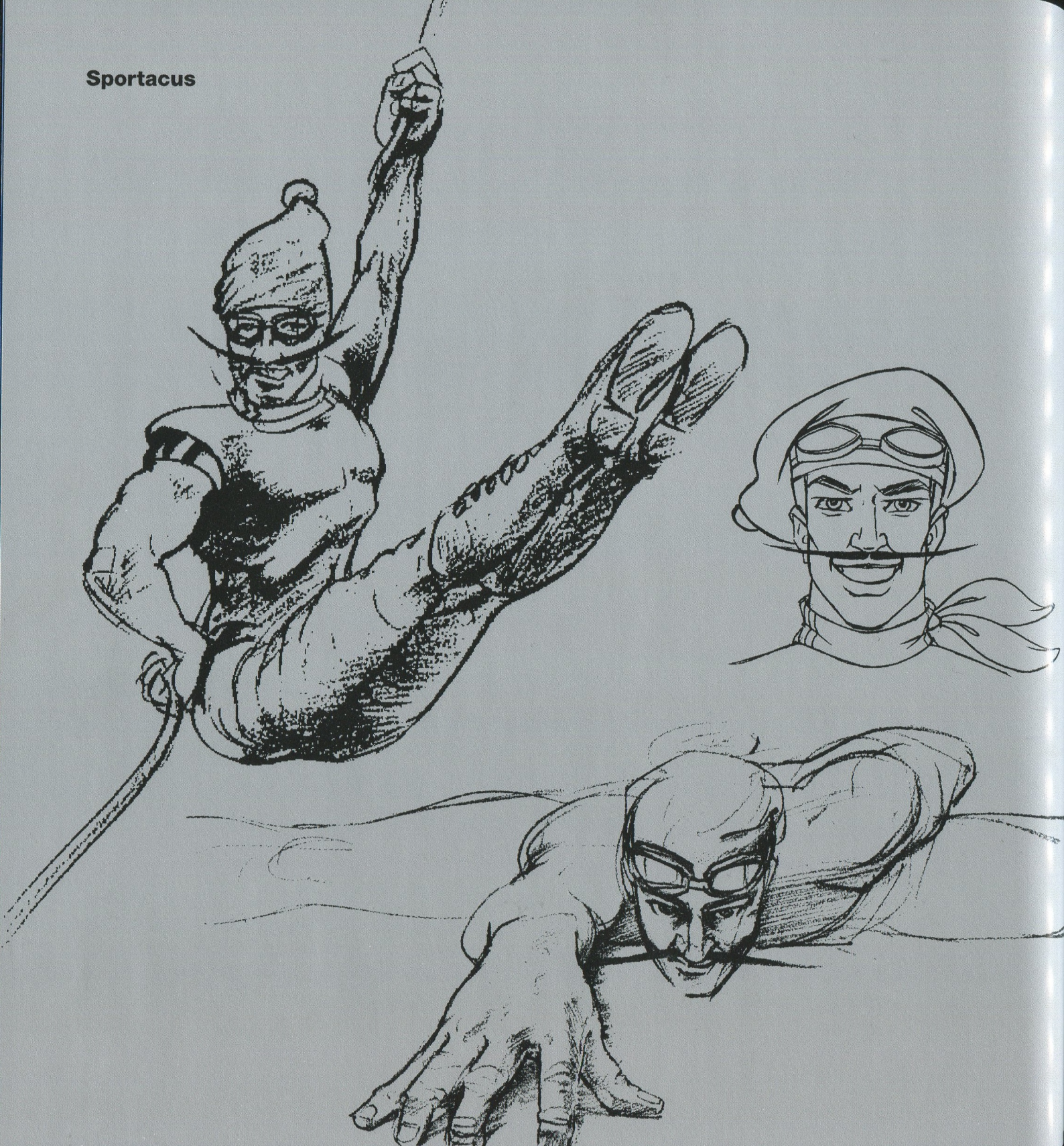
The aim was to create a world that had never been seen before. We mixed together live action, puppets and CGI in such a way that you would never be able to see if it was live or cartoon.

Kids want to imitate live characters; therefore, it was important to have Sportacus the superhero and role model live as well as Stephanie, whom girls wanted to imitate dancing and singing.

The superhero stunts also look more exciting when done by a live actor compared to a cartoon person. Robbie Rotten then had to be the counterbalance to the other main live characters.

LazyTown motivates a healthy lifestyle through entertainment. When a boy sees LazyTown he sees an action show. When a girl watches LazyTown she sees a dance show.

Sportacus



Sportacus

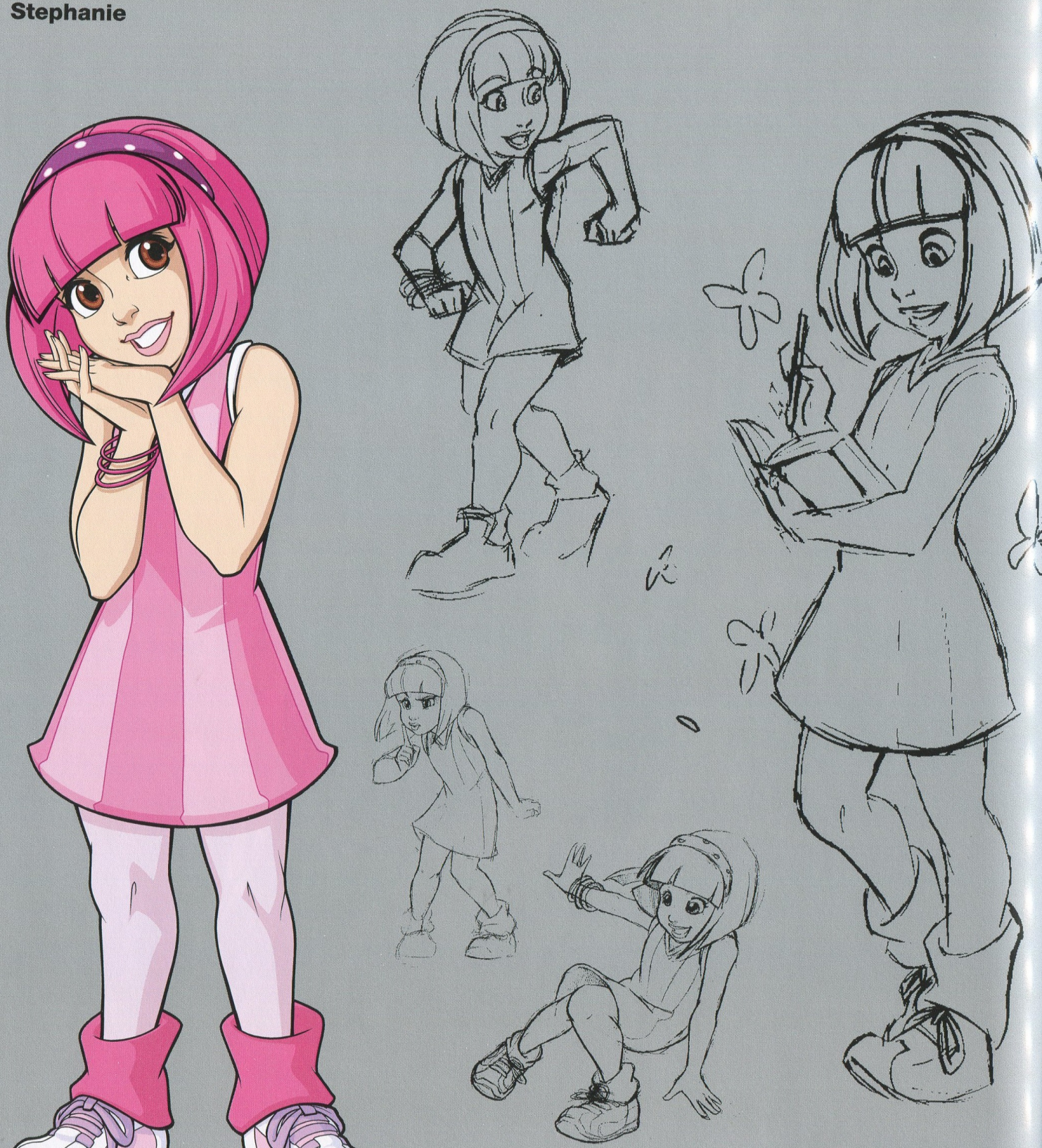
HAPPY BIRTHDAY ZIGGY

Sportacus

Sportacus is LazyTown's slightly-above-average superhero; fit, agile, an amazing acrobat with lightning-fast style. He lives in an airship and owns a magical crystal that glows when the LazyTown kids get into trouble. Patient and kind and always understanding, he doesn't tell the kids of Lazy-Town not to do something, but rather leads by example and inspires us to be the best we can.

Sportacus

Stephanie



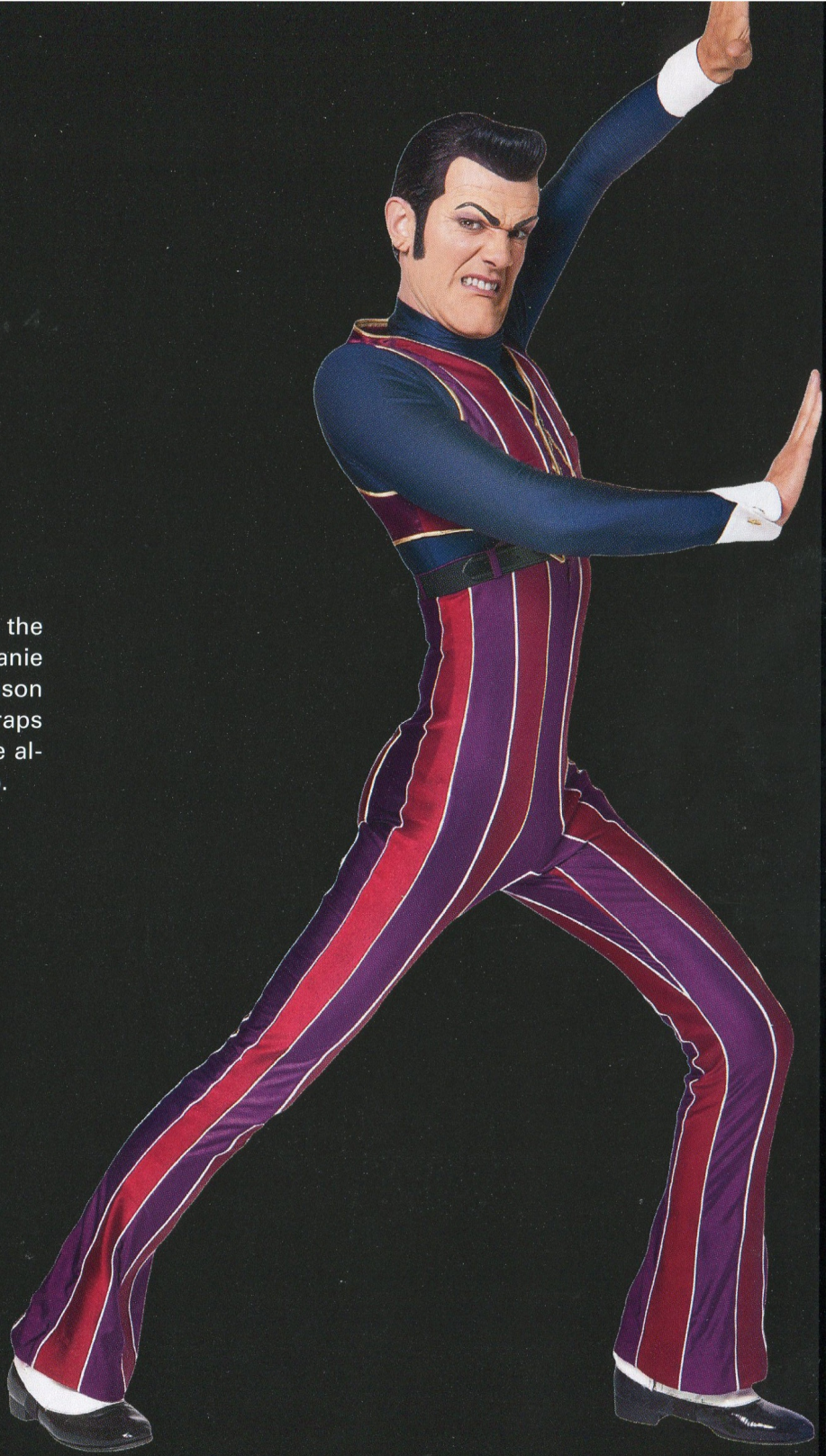
Stephanie is a sweet, optimistic girl who loves LazyTown, where she lives with her uncle, the Mayor. Because she wasn't raised in LazyTown, Stephanie doesn't struggle with basic health issues like the other kids. Instead, she's trying to figure out how to stay true to what feels right for her.

She loves music and dancing. Her motto: "There's always a way!"

Stephanie

Robbie

Robbie Rotten is the resident villain. He misses the good old lazy days - before Sportacus and Stephanie came along and ruined everything. The only reason Robbie leaves his lair and his junk food is to set traps for his sworn enemy, Sportacus, but somehow he always manages to get himself stuck in his own trap.



Robbie

Puppets

We also wanted to create this weird world, where you would not know if it was real life, puppet or CGI.

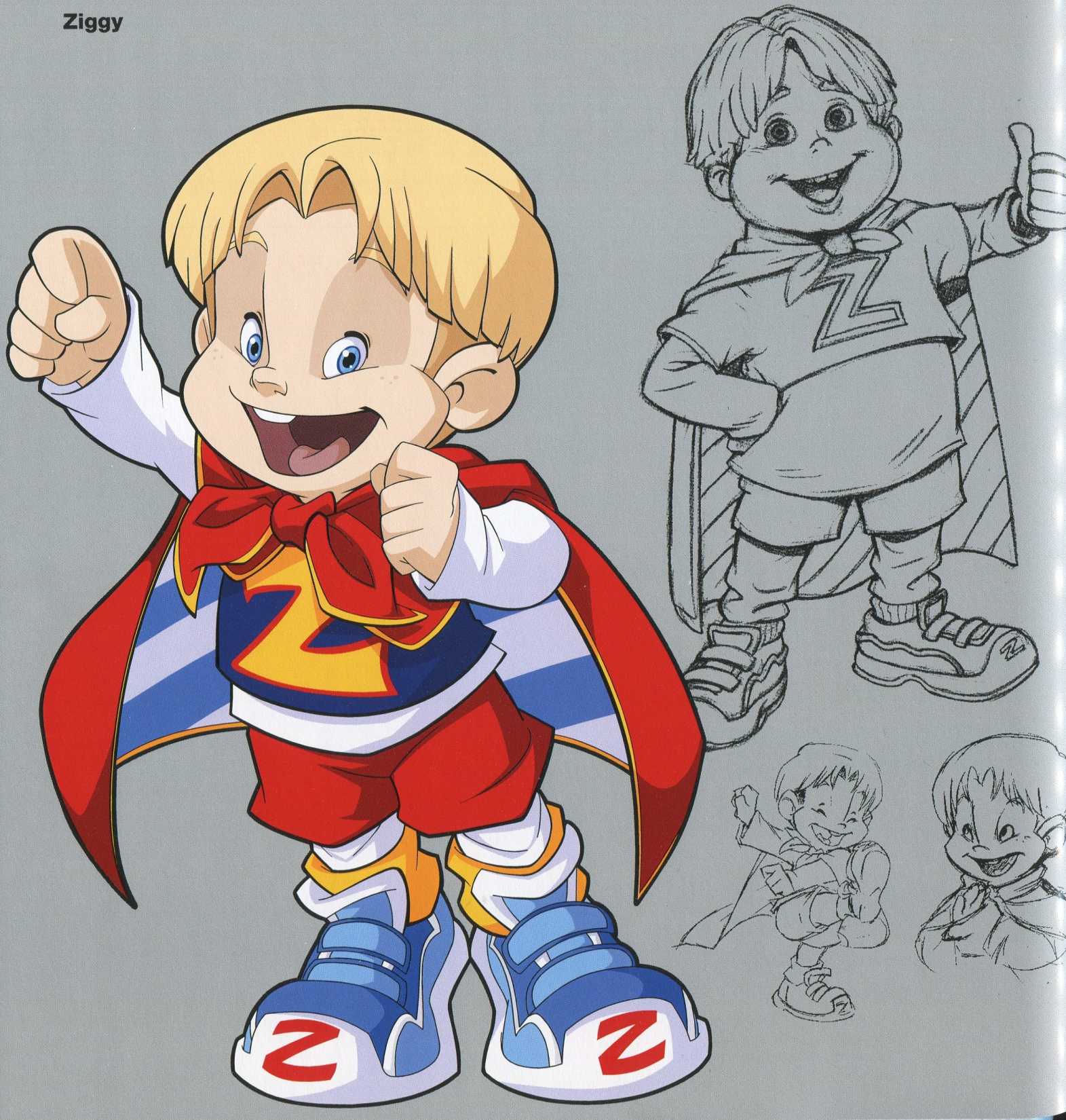
What kind of world is this? A world you've never seen before.

The other characters are puppets as we wanted them to be able to travel out of the LazyTown world, do news interviews, or have their own talk show about, e.g., sports – Ziggy, the puppet, could ask questions that a live character could never ask.

It's easier to do cartoon slapstick humor with puppets than live characters. It looked more comedic when Stingy was being really stingy and when Ziggy was eating enormous amounts of sugar.

The puppet characters each reflect the different issues that parents face in looking for ways to help their kids be healthy.

Ziggy



The youngest of the kids, Ziggy has a big heart and an appetite to match. With his goofy enthusiasm he's always one of the first to embrace a new idea or to say 'yes' to an adventure, but he's just as easily distracted, especially by - mmmm - 'Choco-Sugar-Yummies'. Ziggy struggles to make healthy choices.

Stingy

A bossy collector of stuff, Stingy impatiently dreams of being king of the world. Whatever is his is his, and whatever is yours is also his. He feels that possessions 'make the man'. But deep down he's a good guy who never lets his friends down in the clutch. Stingy has a hard time seeing the benefits of sharing.

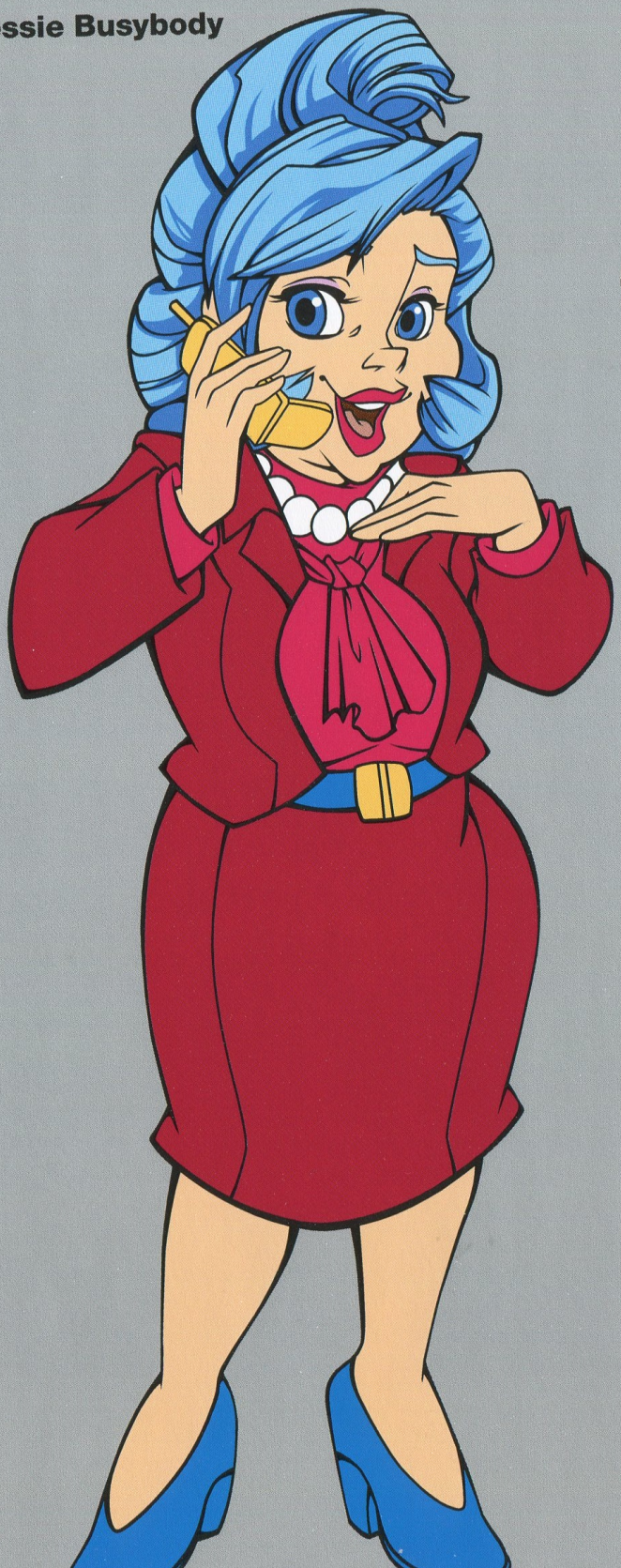
Pixel

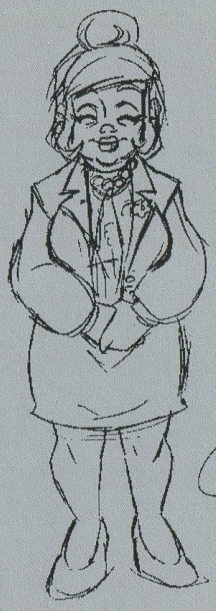
Engaged, earnest and focused, Pixel navigates video games and electronics with masterful skill. But all of the hours he's spent logged on have left him ill-prepared for dealing with real people. His remote control can't mute arguments, or change the programming of friends. Pixel is learning how to respect his mind and body by moderating his computer and TV use.

Trixie

A smart, natural, take-charge leader with absolutely NO social skills, Trixie is the rebel without a pause. The rule-bender and free spirit, honest to the point of pain, she will say what others are thinking, lacking all diplomacy. She is, also, very smart. Trixie is learning how to make friends by not hurting others and respecting social conventions.

Bessie Busybody





Bessie Busybody's name says it all. She needs to know everyone's business and will go to great lengths to get it. Bessie thinks she's on top of the latest fashion or trend, but is as behind as last year's dance craze. She loves the kids in LazyTown, although she doesn't really understand them. She is oblivious to the Mayor's "secret crush" on her.

Mayor Milford Meanswell

The Mayor loves everything about LazyTown, but first and foremost, he loves the kids and will do anything for them. He has a "secret" passion for Bessie. The Mayor and Bessie represent the adults in the show. They are an endless source of comedy and give us a chance to see ourselves through the eyes of the kids.a

10

Vehicles

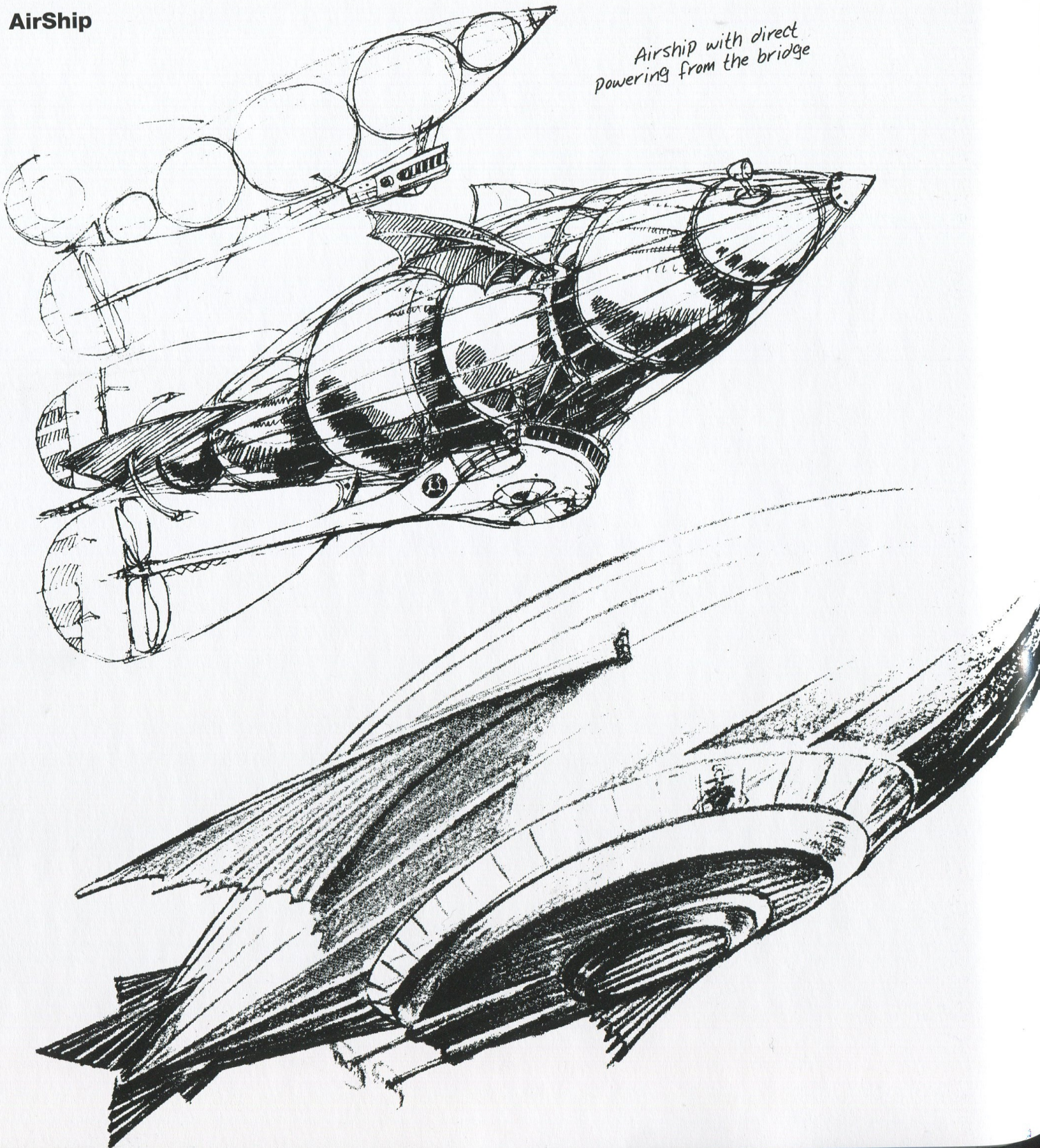
The AirShip is very important to Sportacus. It is his home as well as his main means of transportation. It is an environmental ship that is energized by his own pedaling with different built-in vehicles, such as the FlyPod, the FlyBike and the SkyChaser.

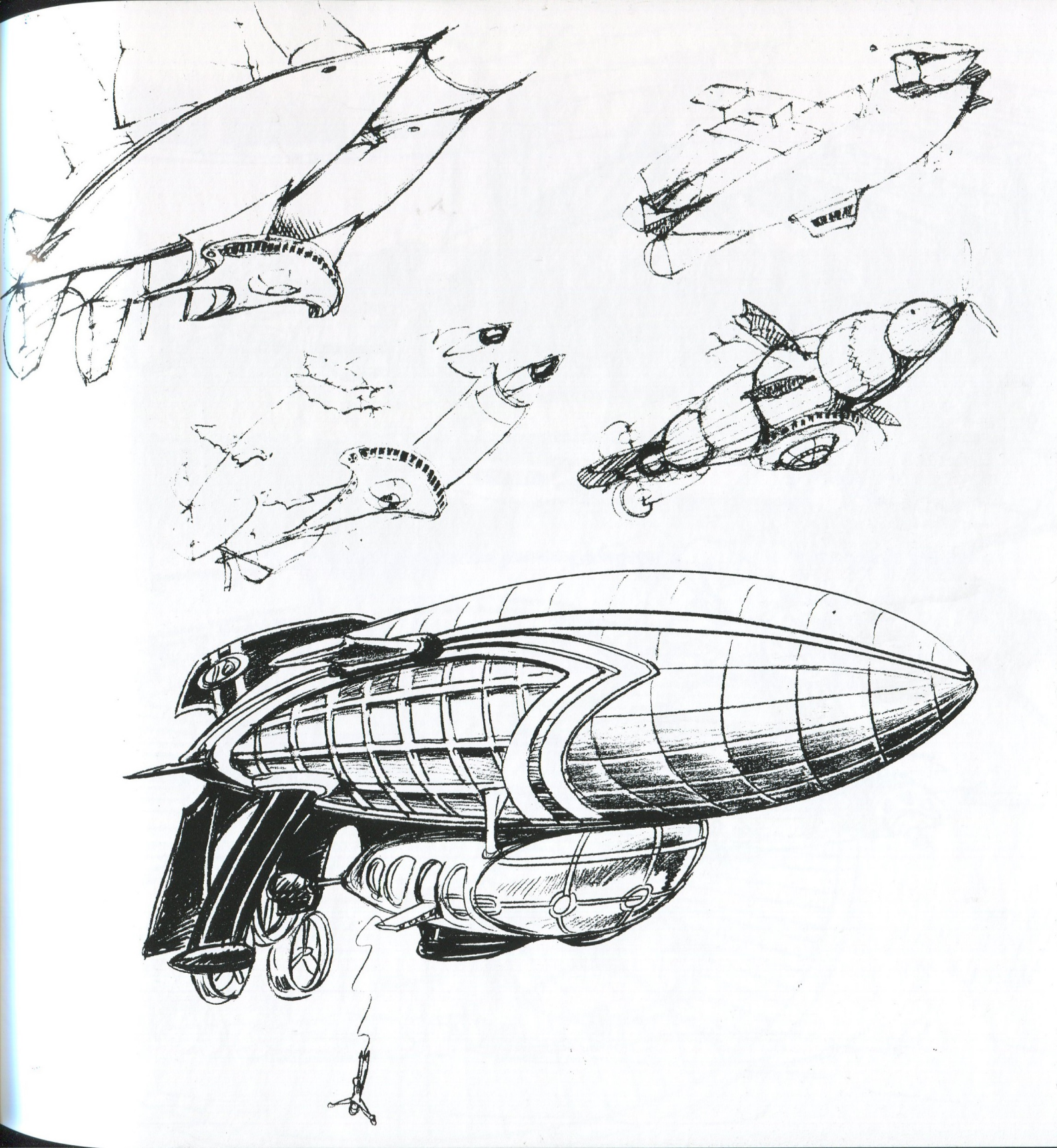
The FlyPod can change into five different parts: submarine, high-speed boat, flying machine, power bike and skateboard/snowboard. The SkyChaser is a pedal-powered flying machine that Sportacus uses to fly around outside the AirShip.

Inside the AirShip there is a bed that folds up –even a kitchen with fruits and vegetables. He also has a large ice cube from a 1,000-year-old glacier that gives him fresh water all the time.

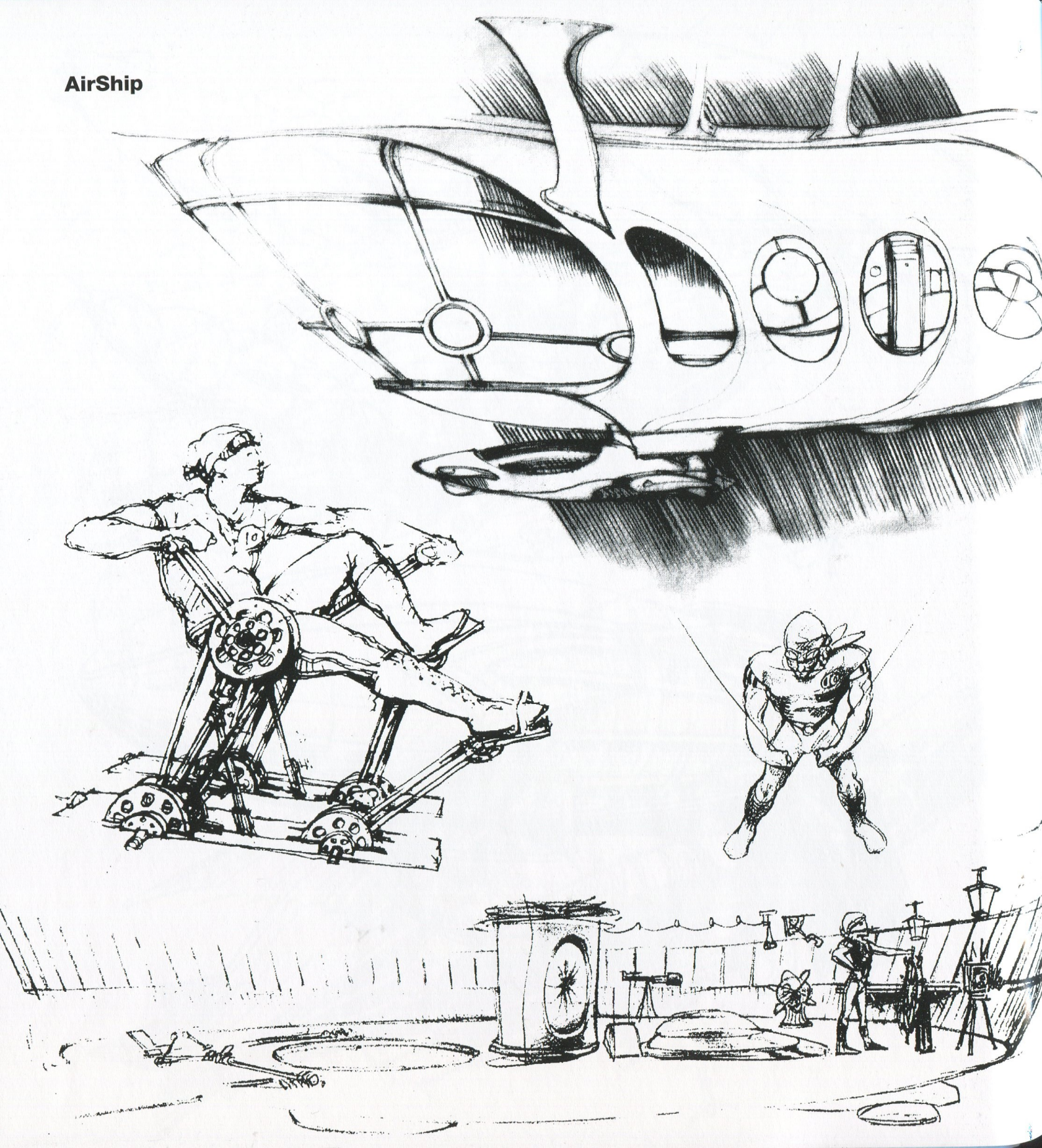
It was important from a creative point of view to create an AirShip in which anything would be possible, such as, having things that could pop up from the floor or from the ceiling or from the walls.

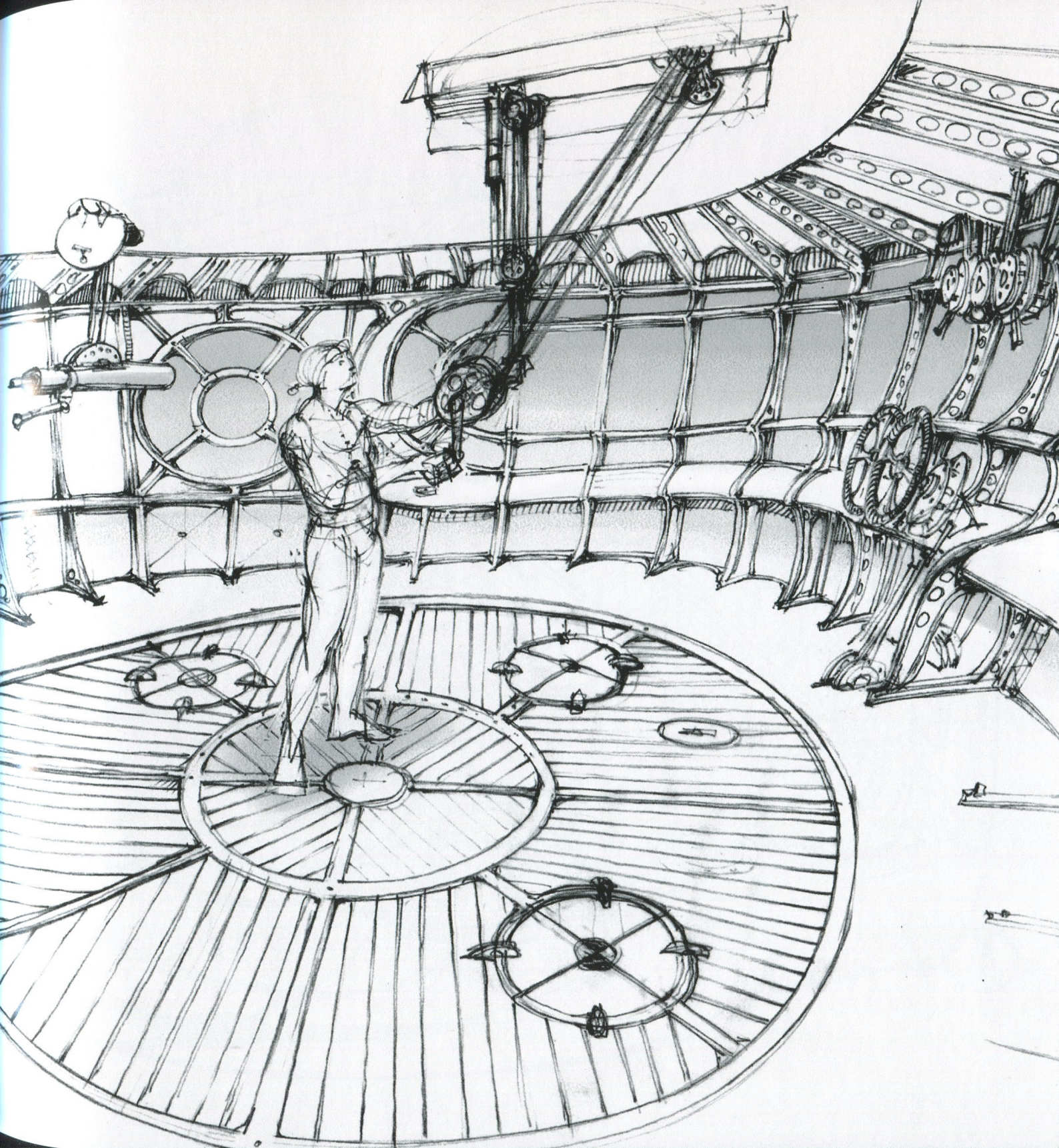
AirShip



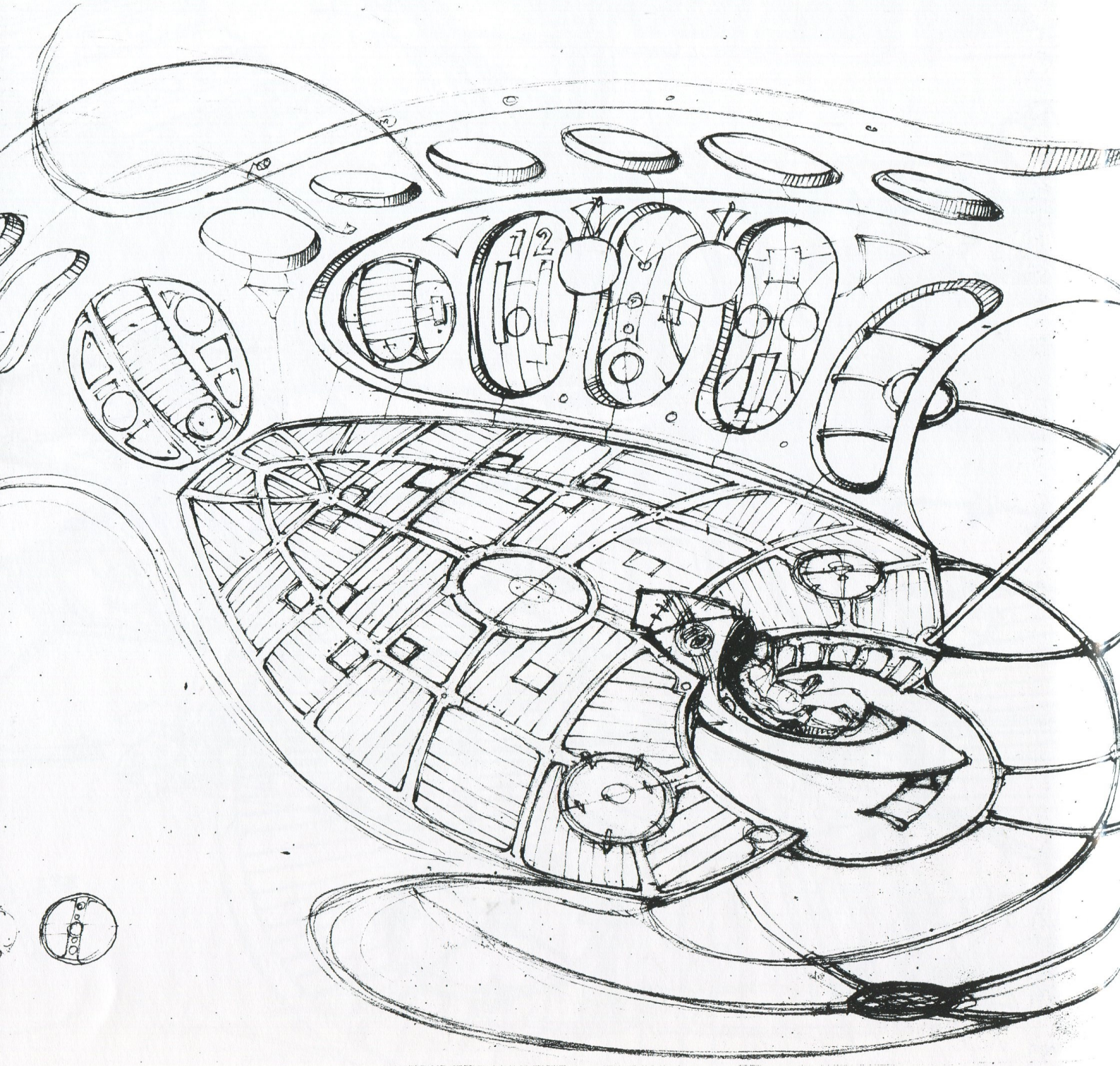


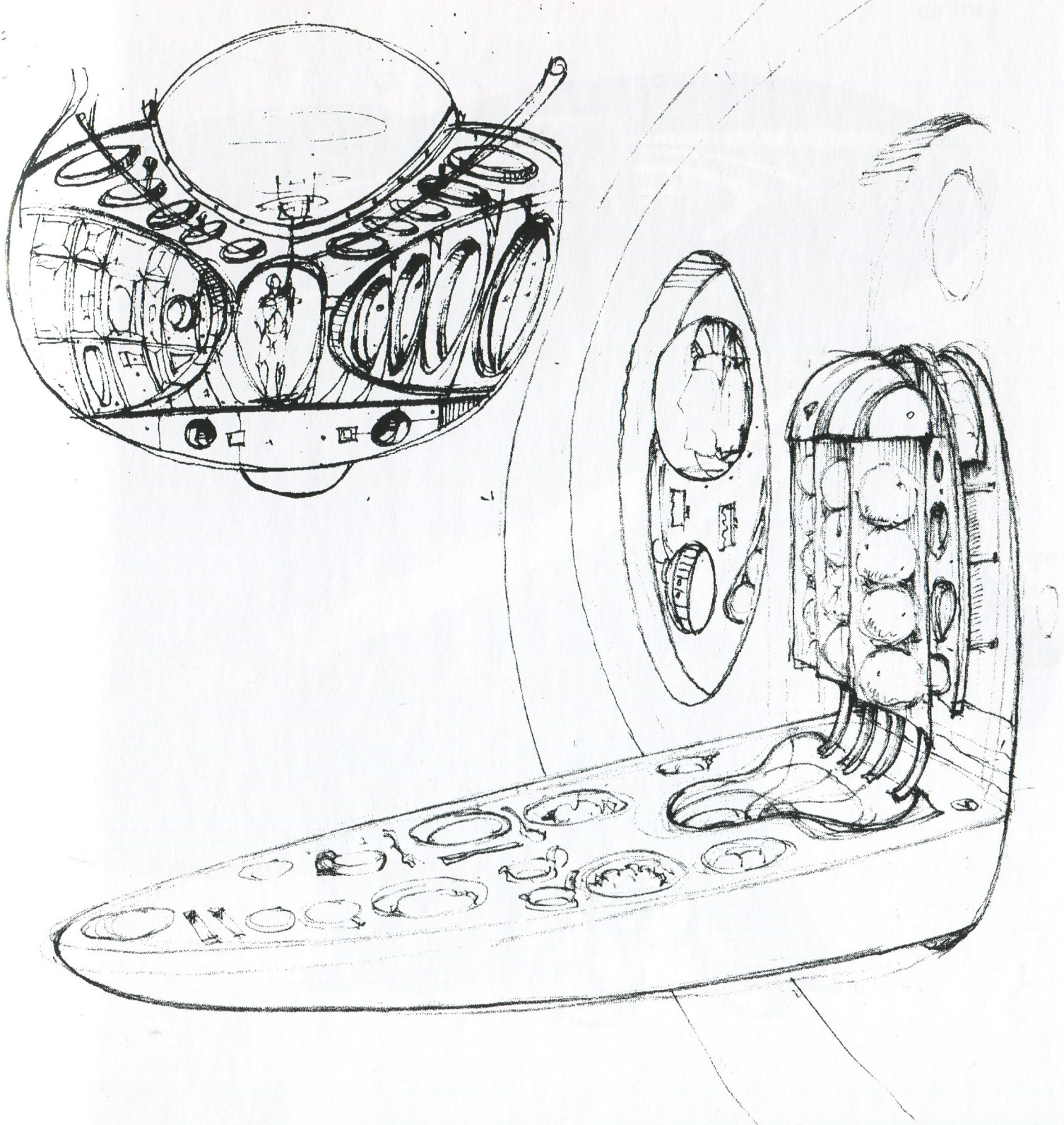
AirShip



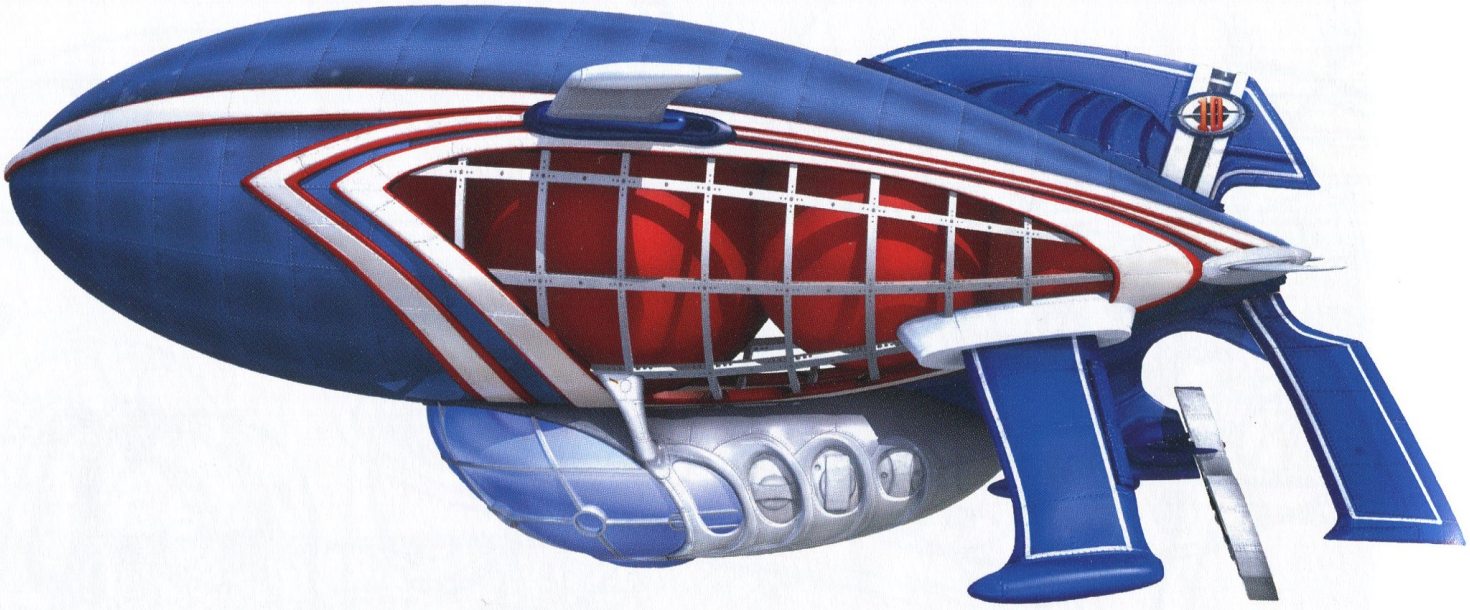


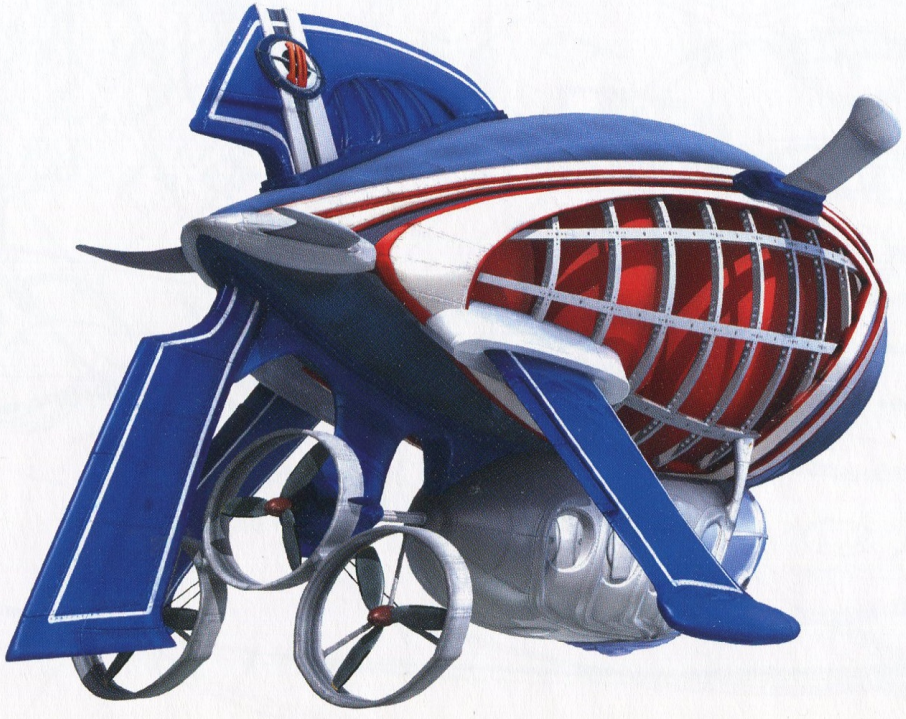
AirShip

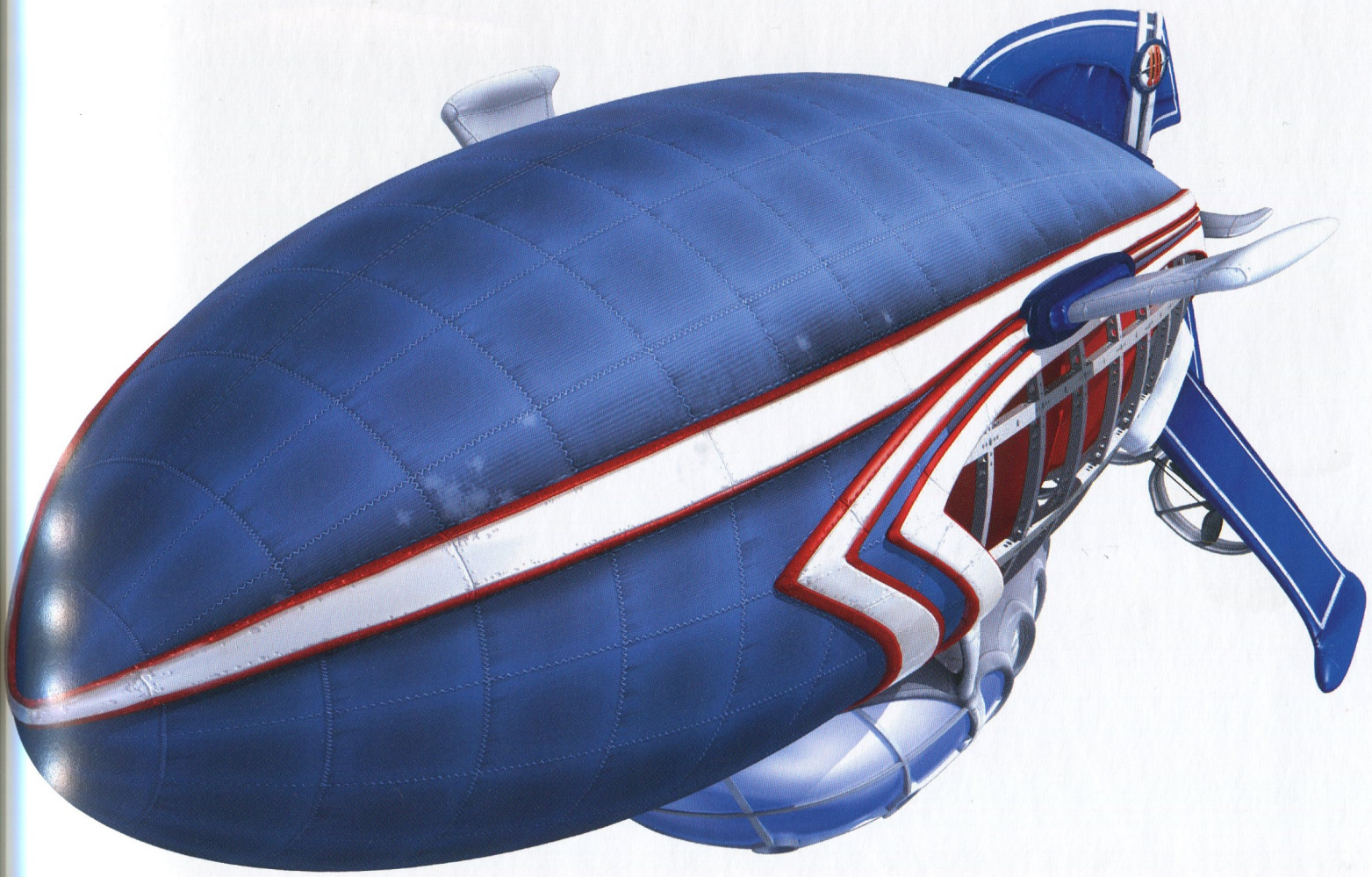




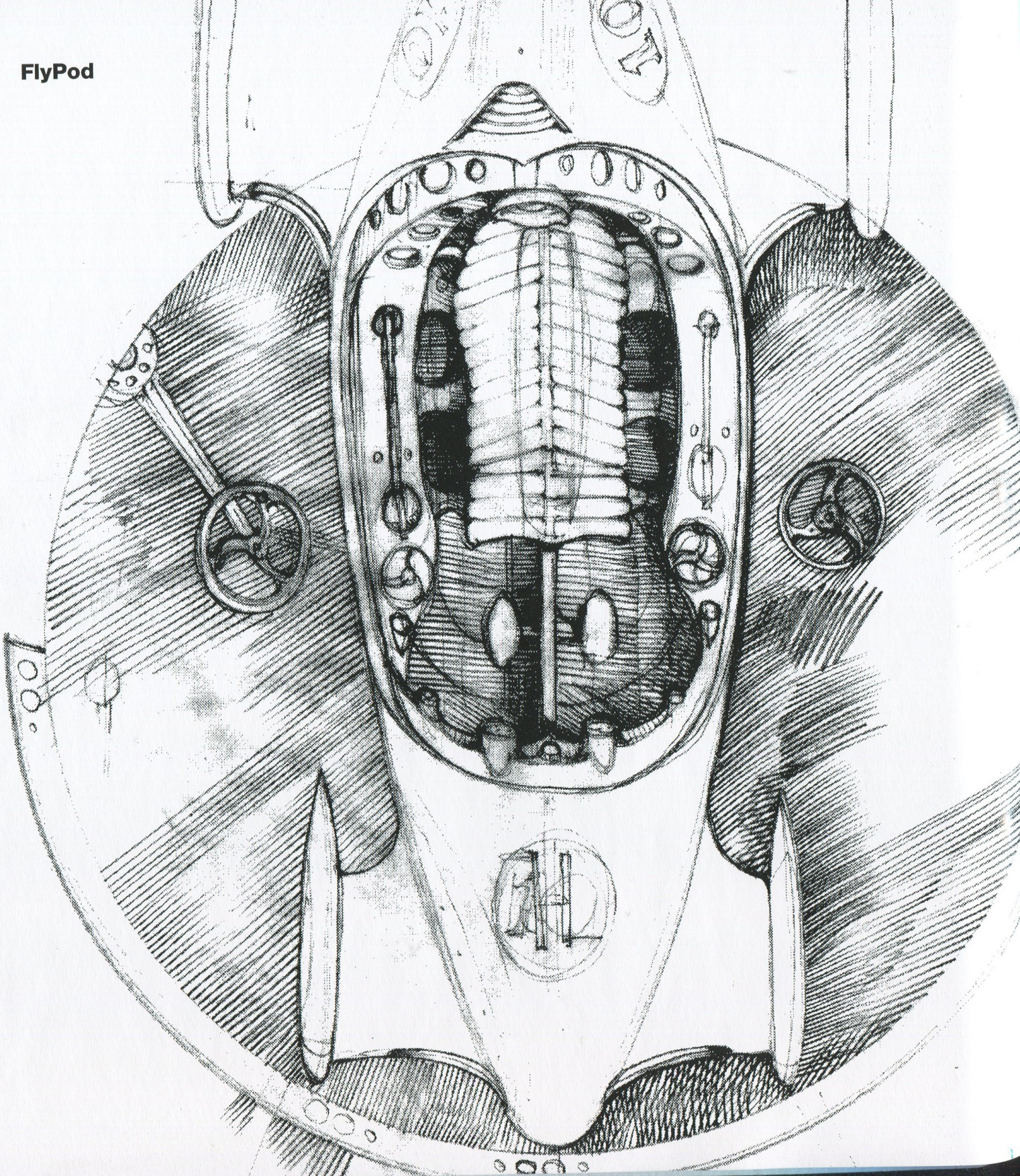
AirShip

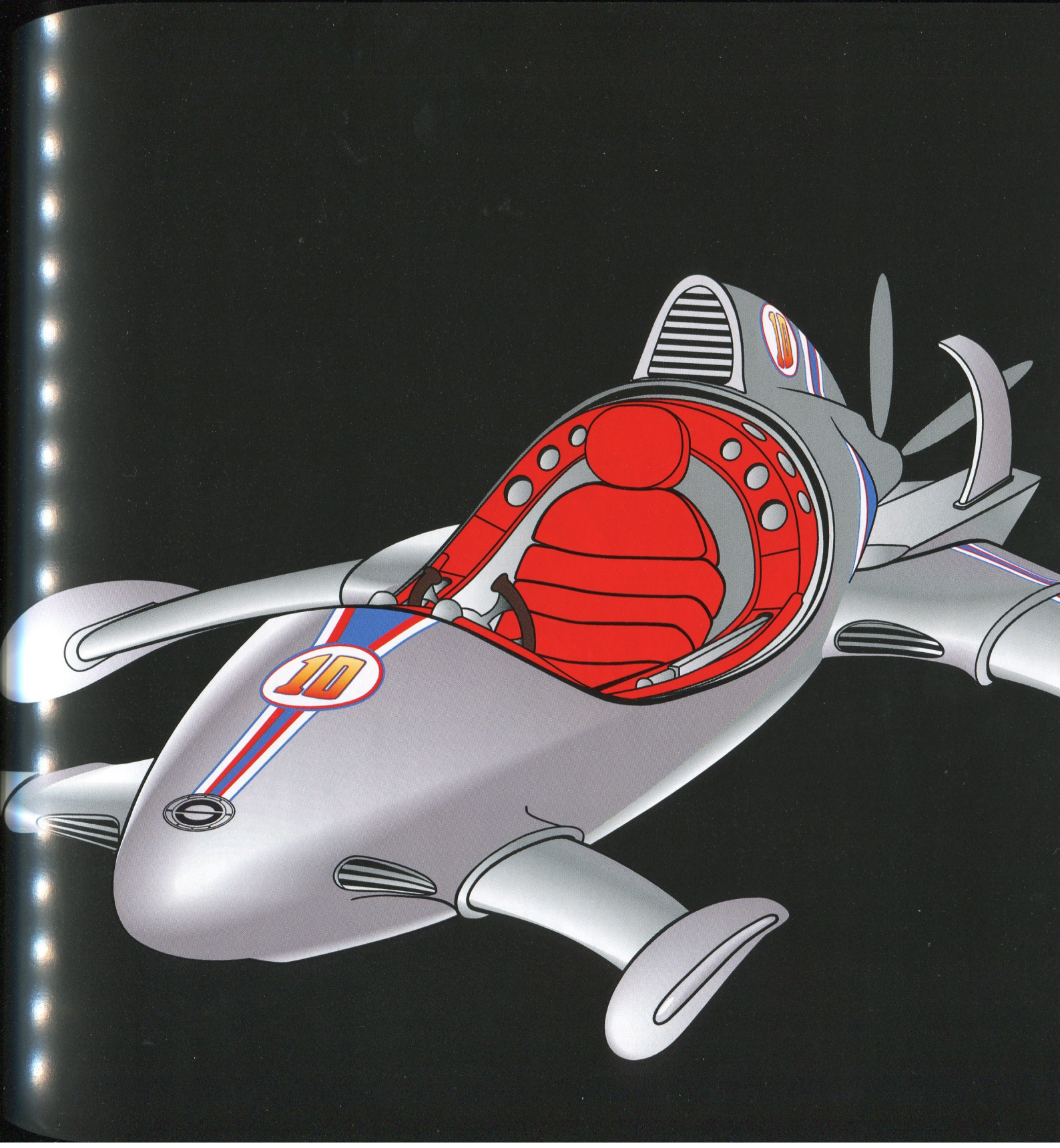






FlyPod

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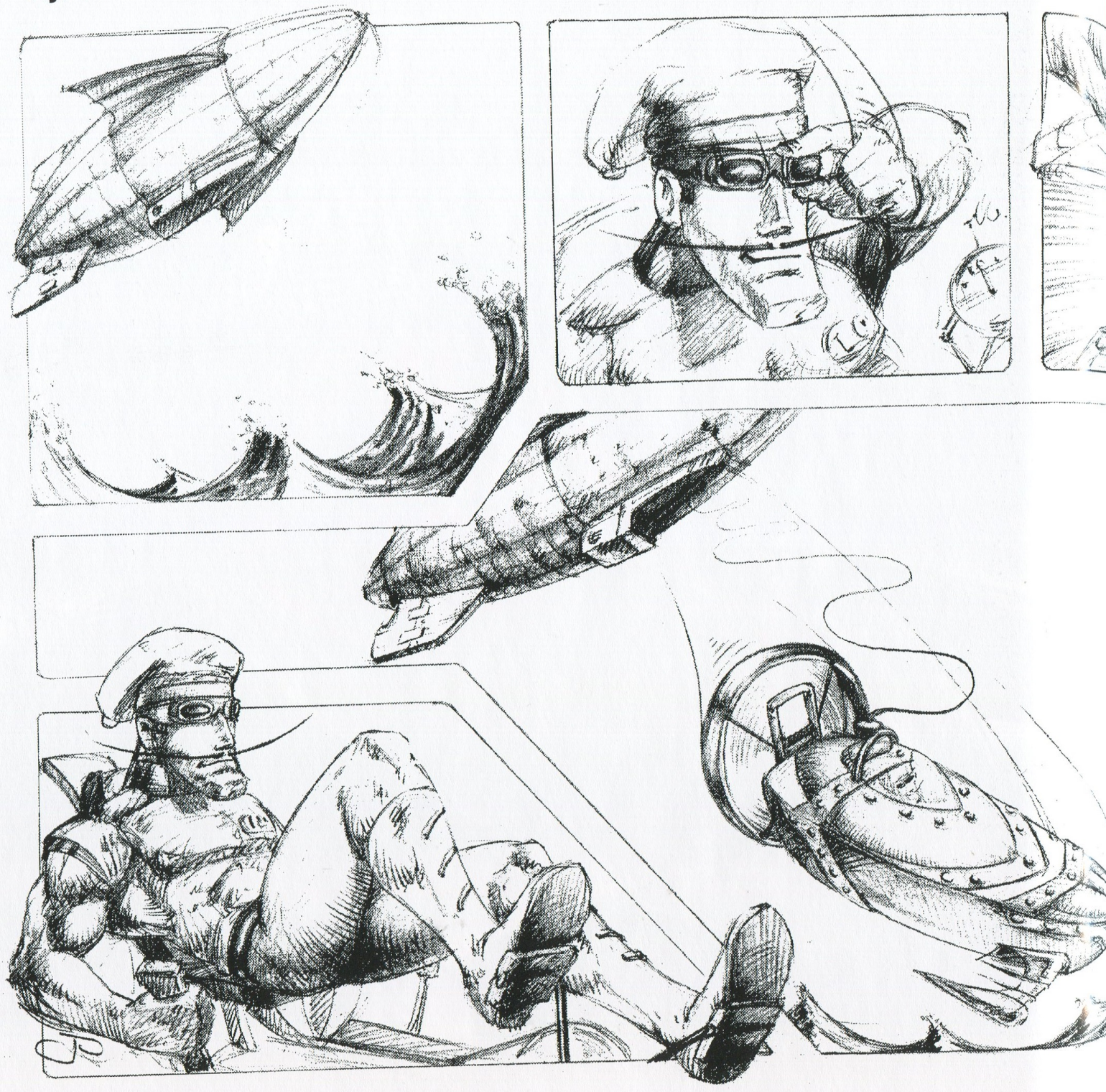
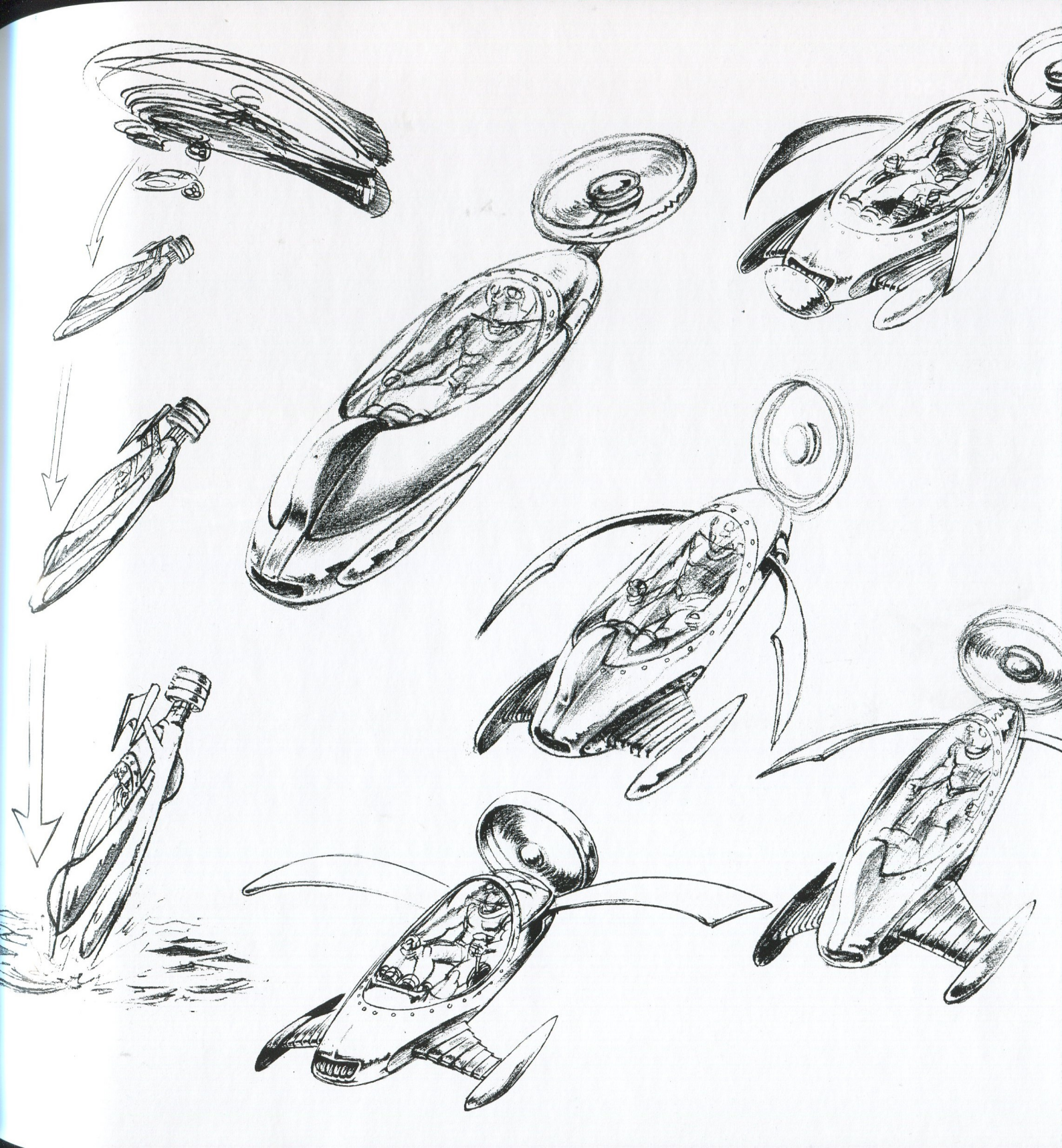
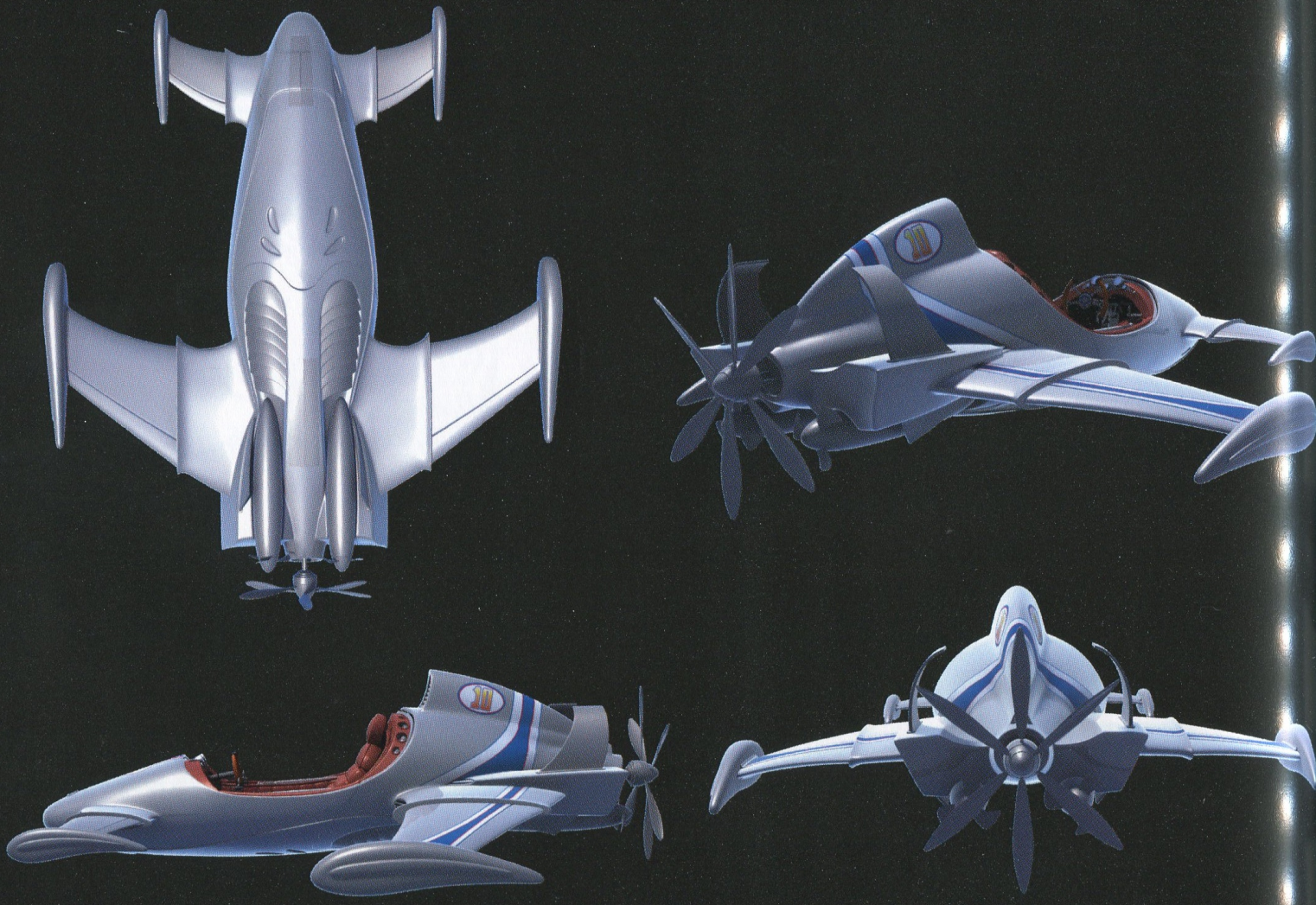
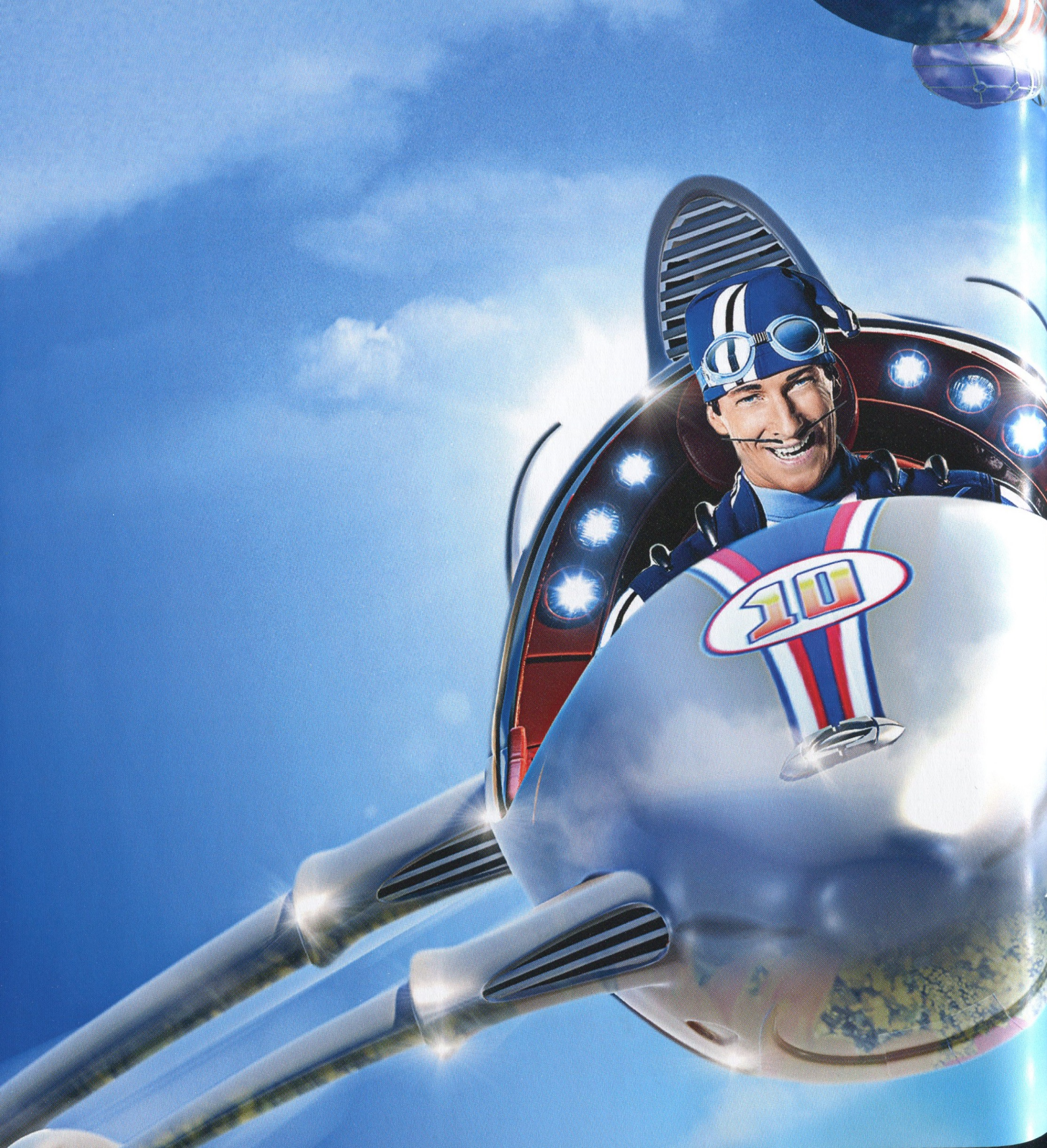
FlyPod





FlyPod

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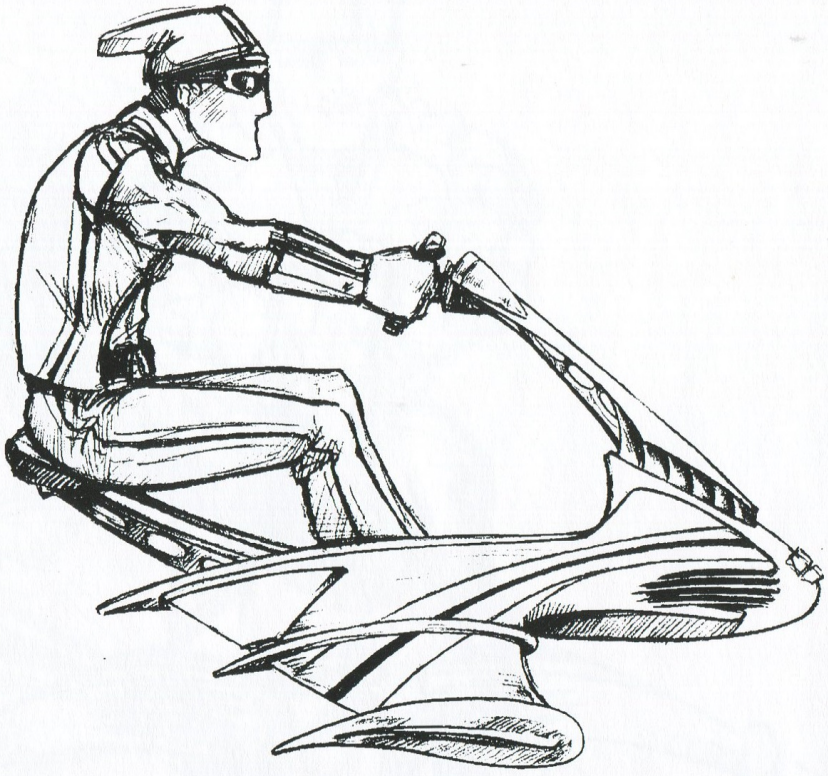
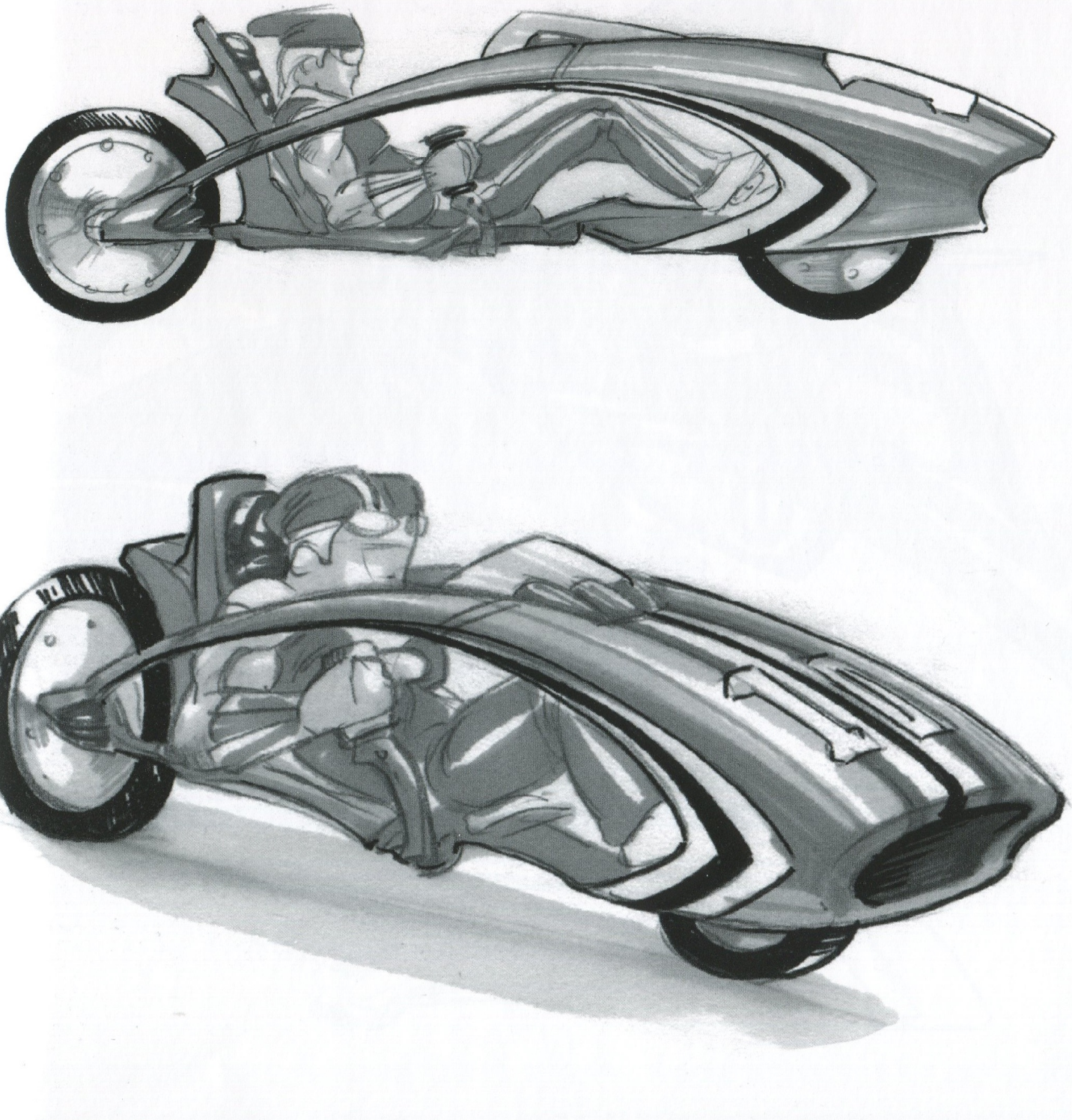
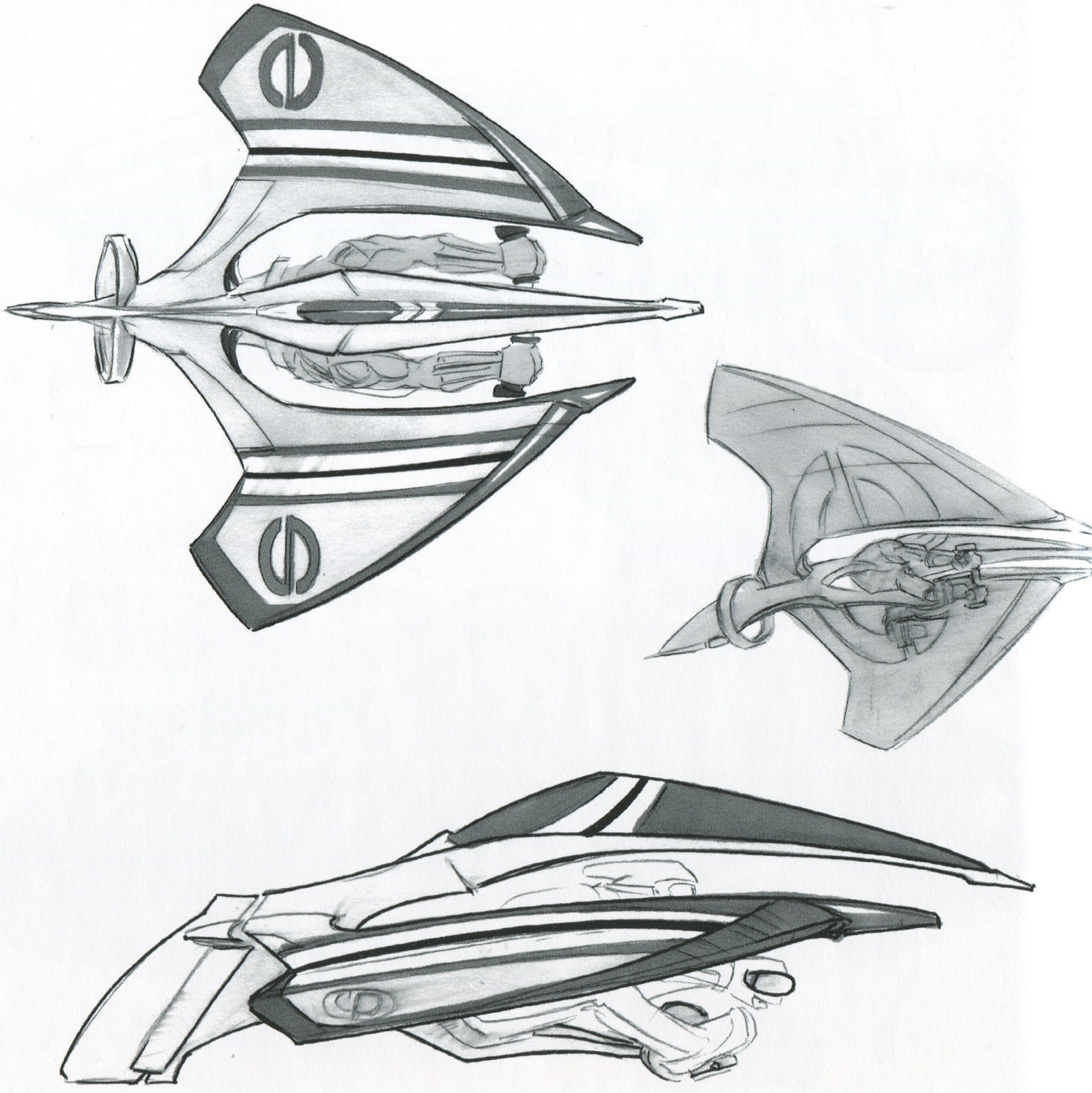
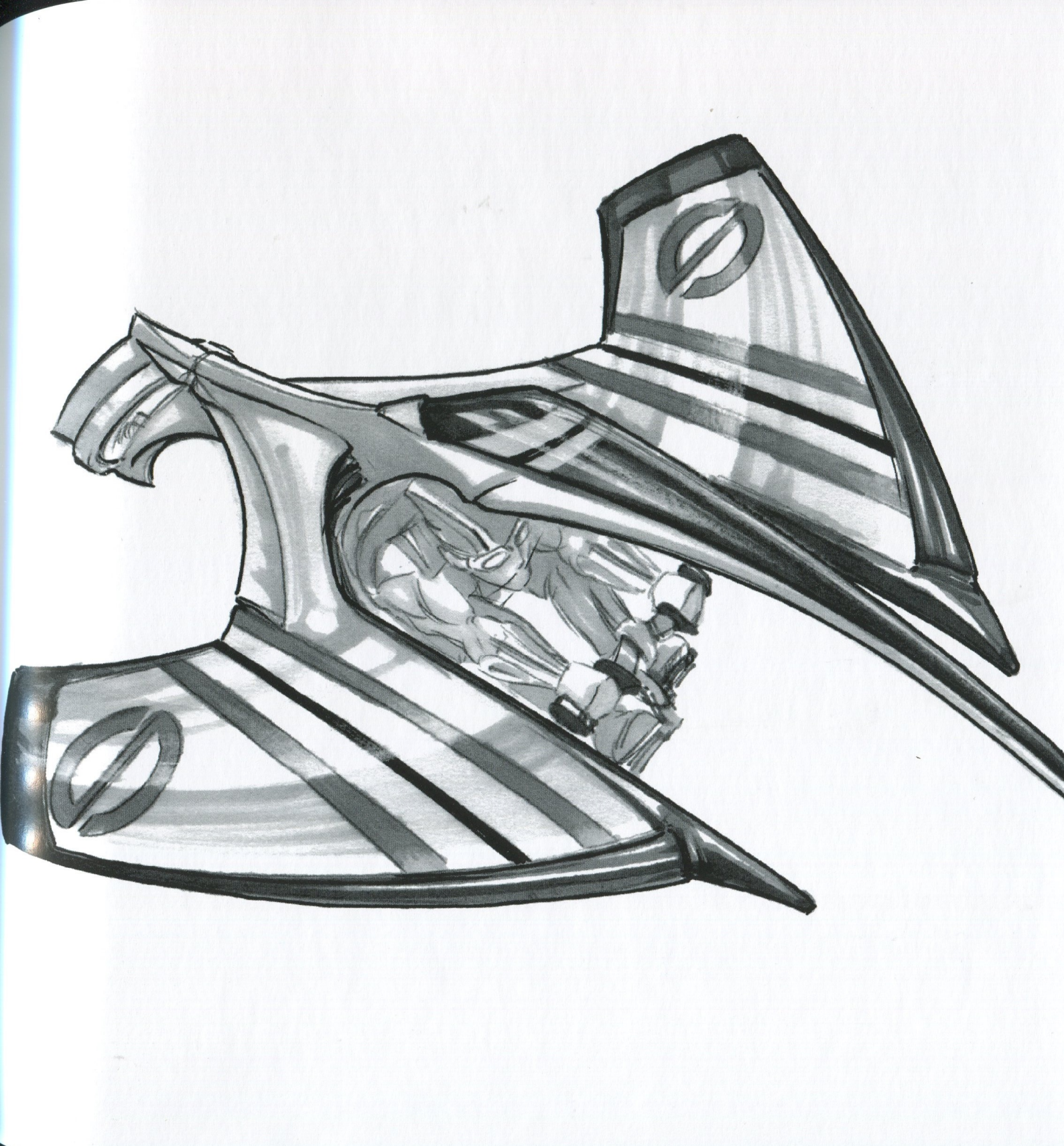
SkyChaser



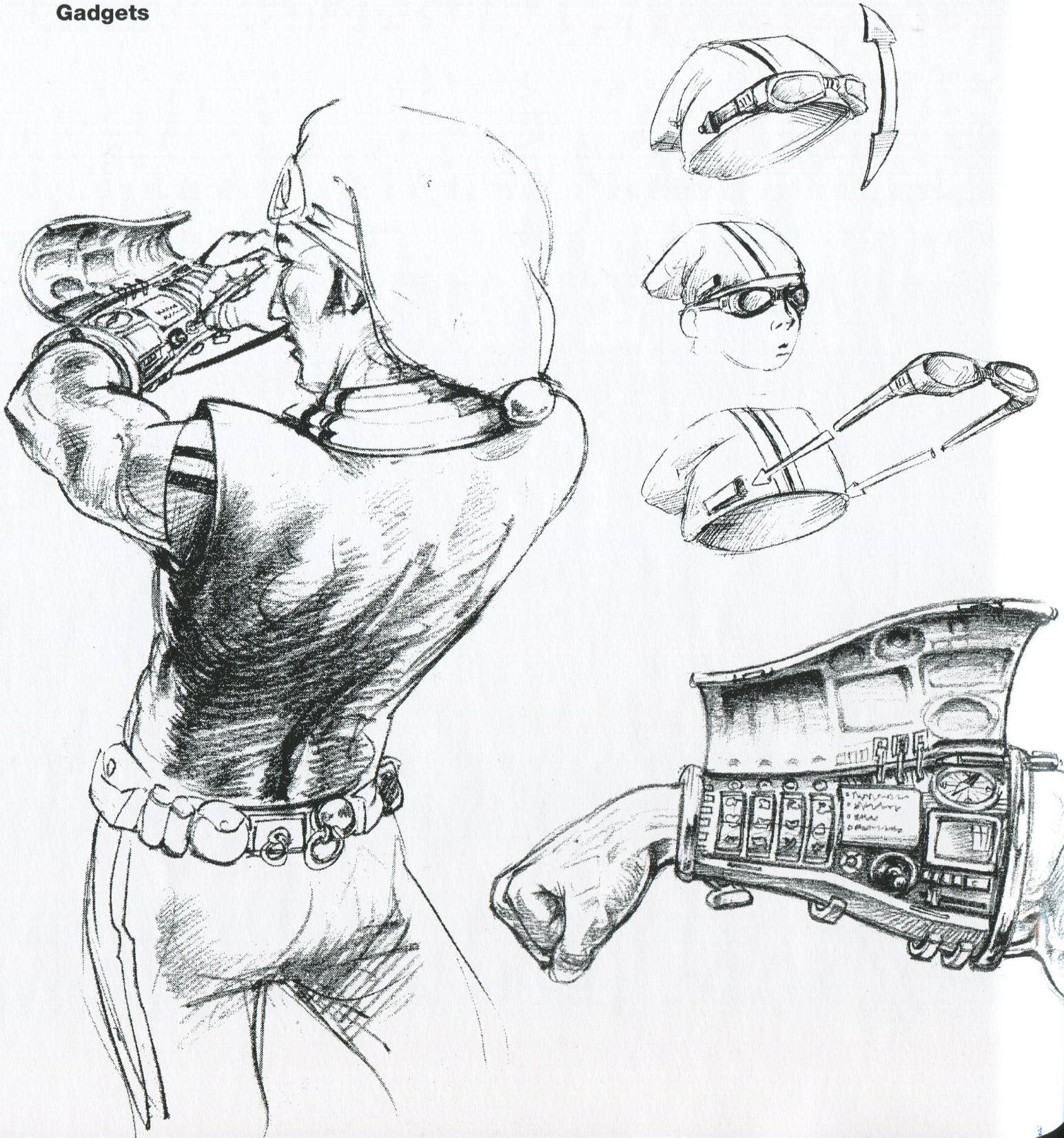


Other Vehicles

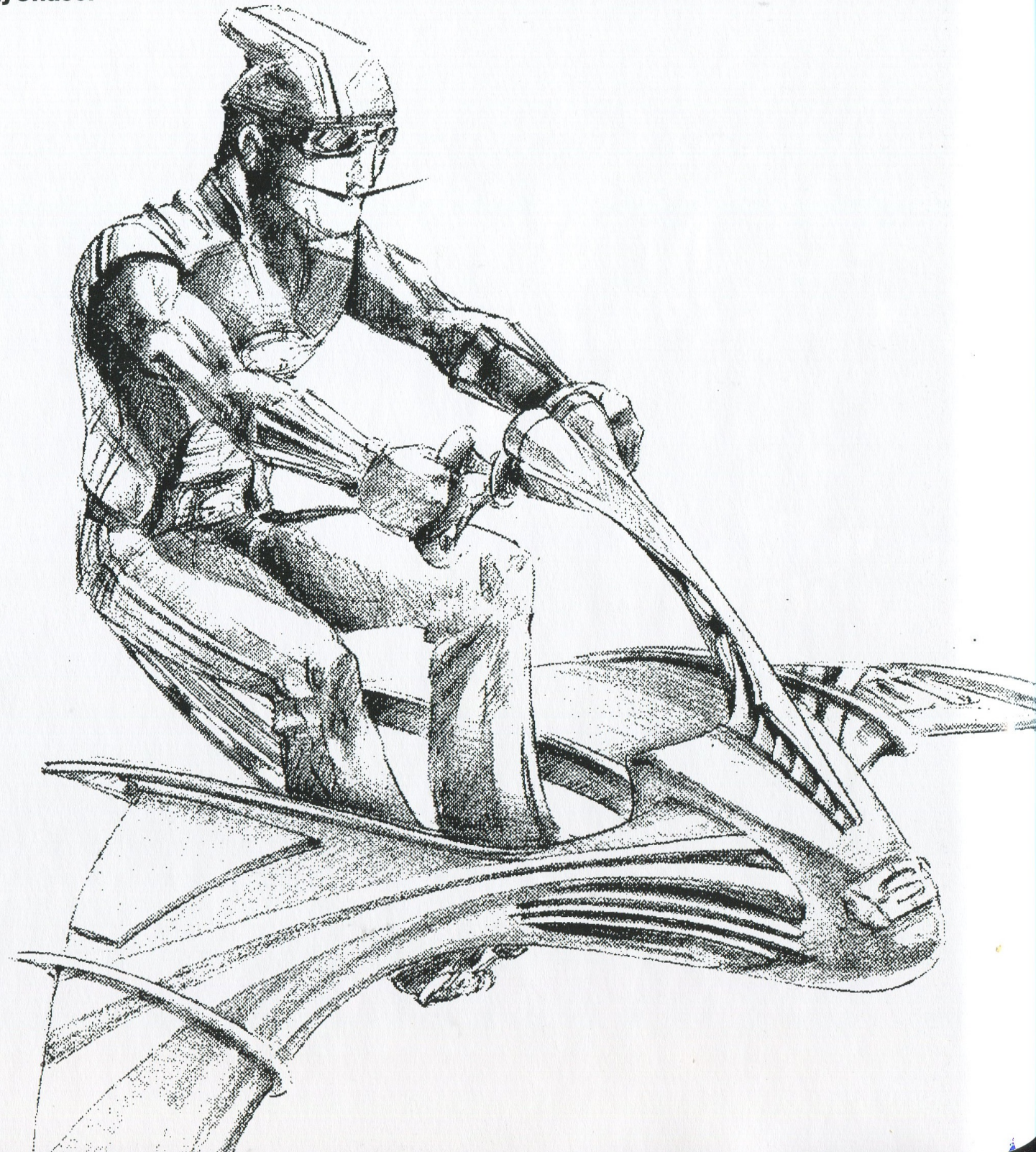


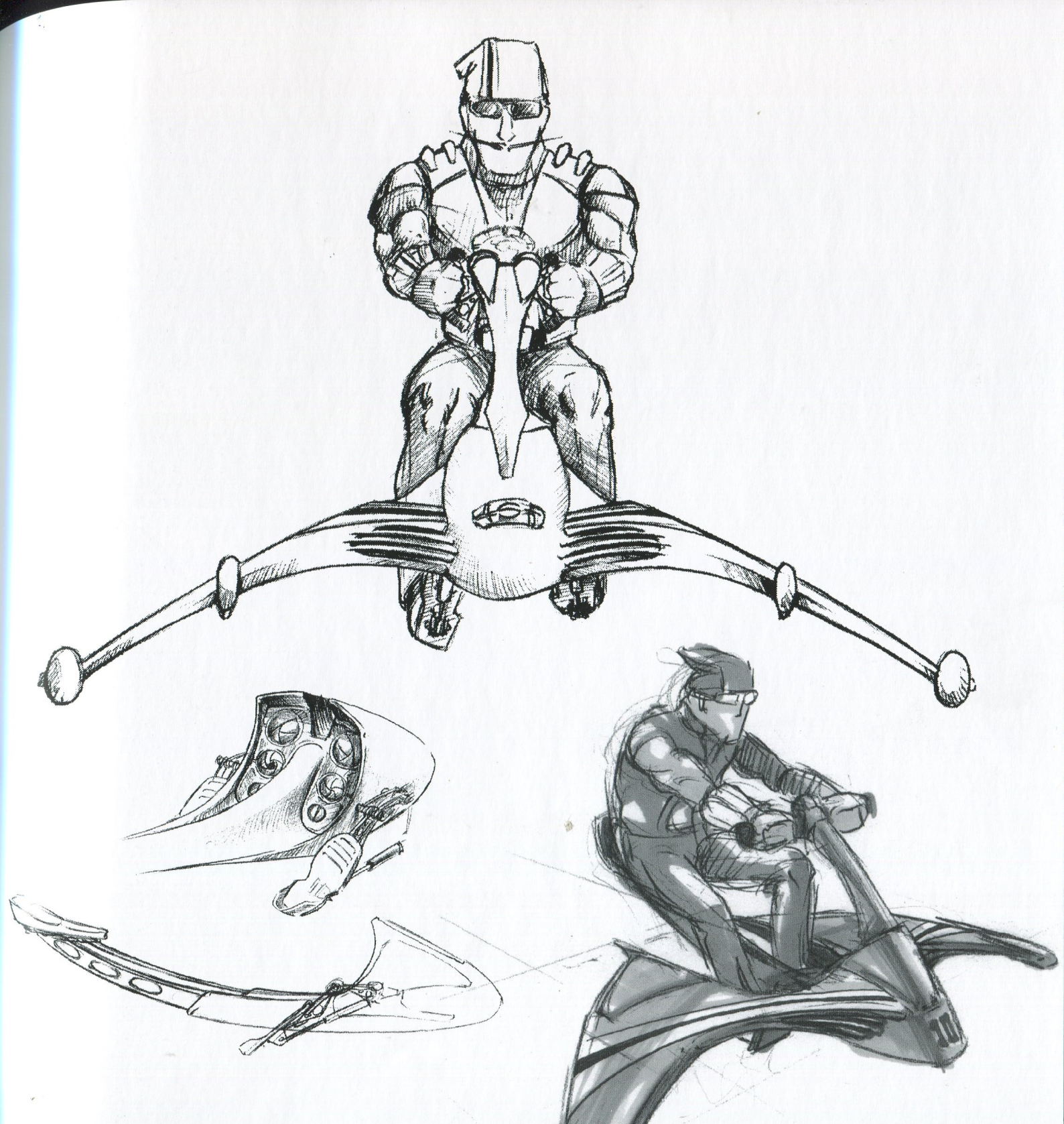


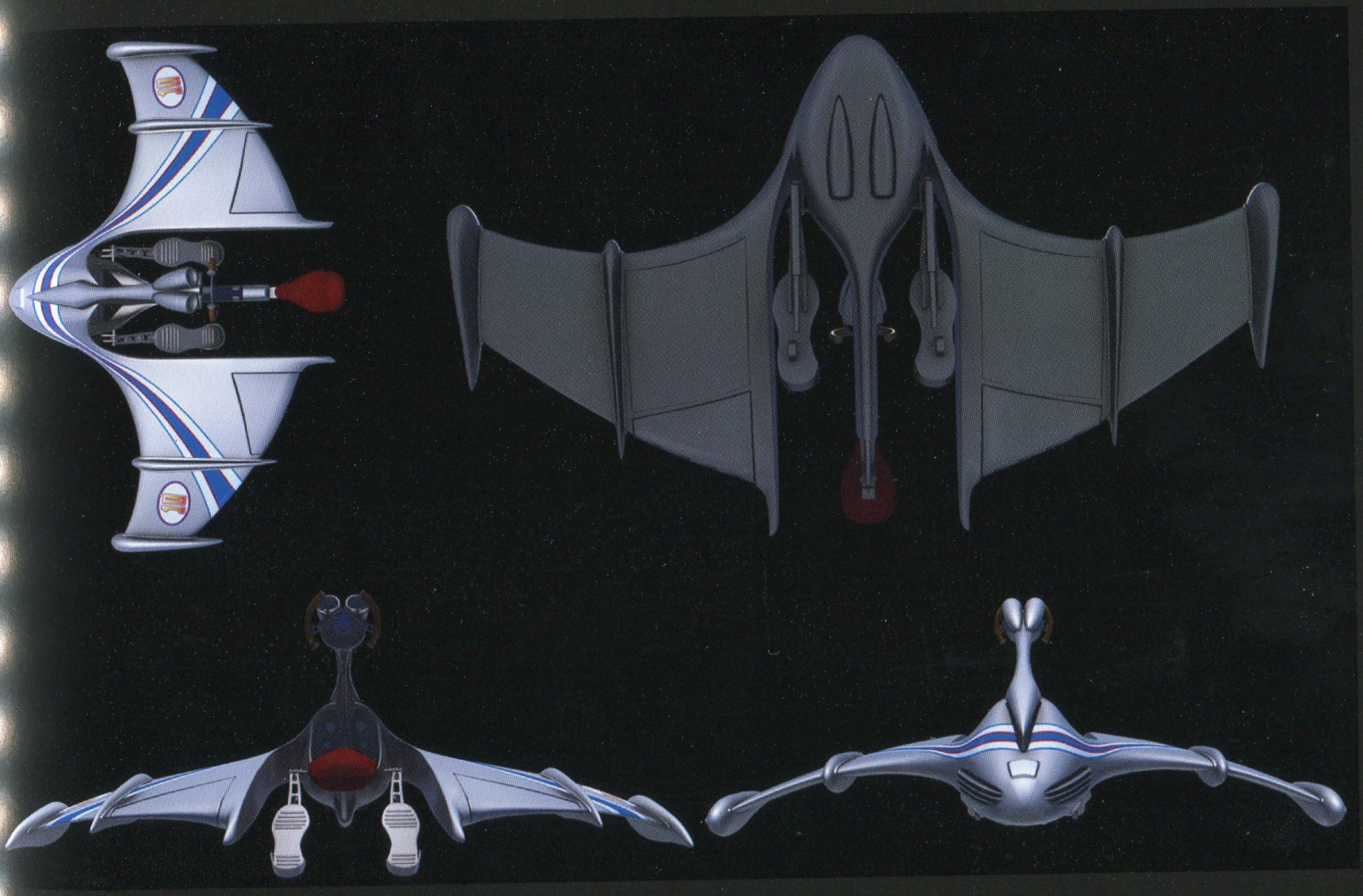
Gadgets



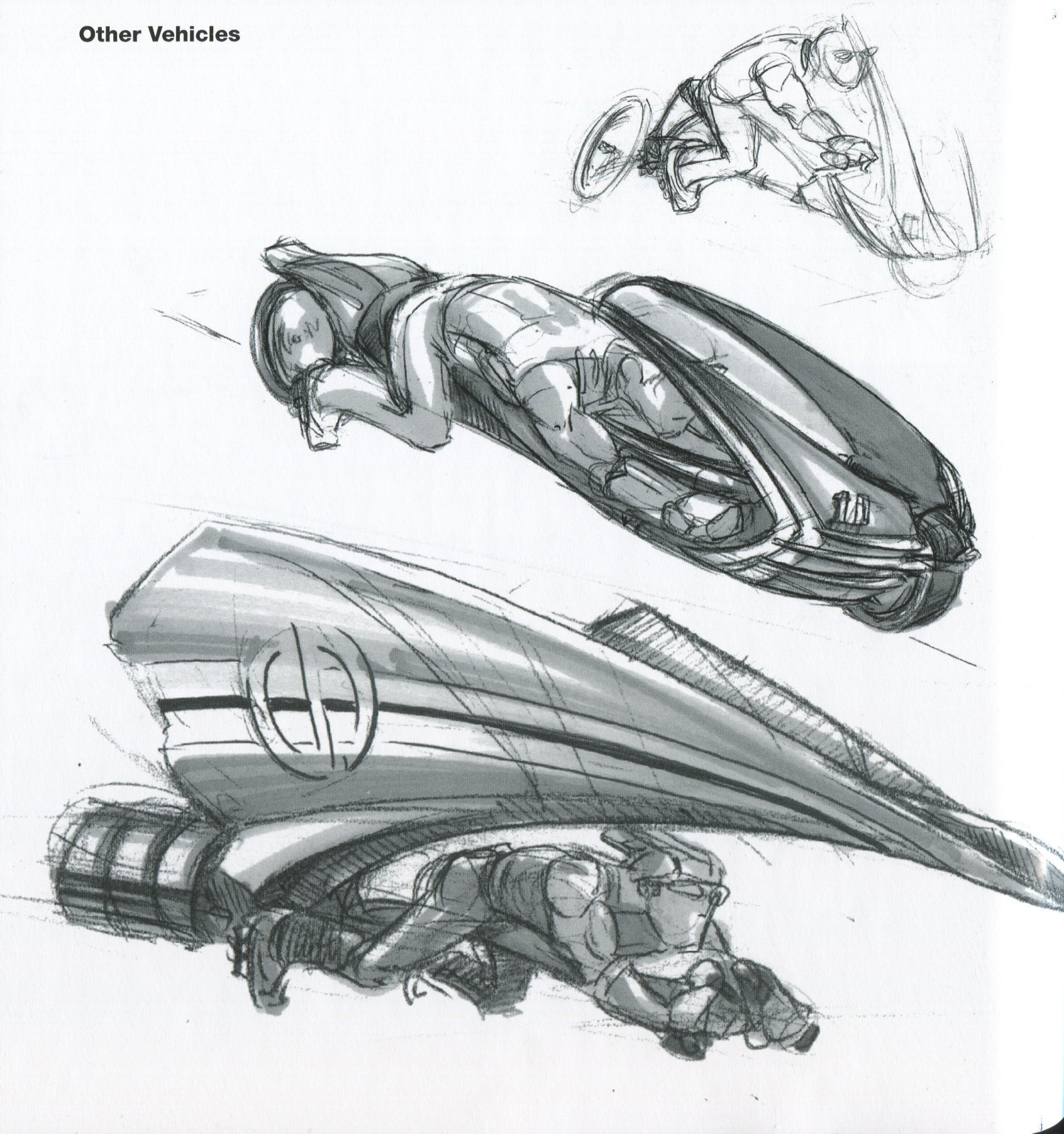
SkyChaser







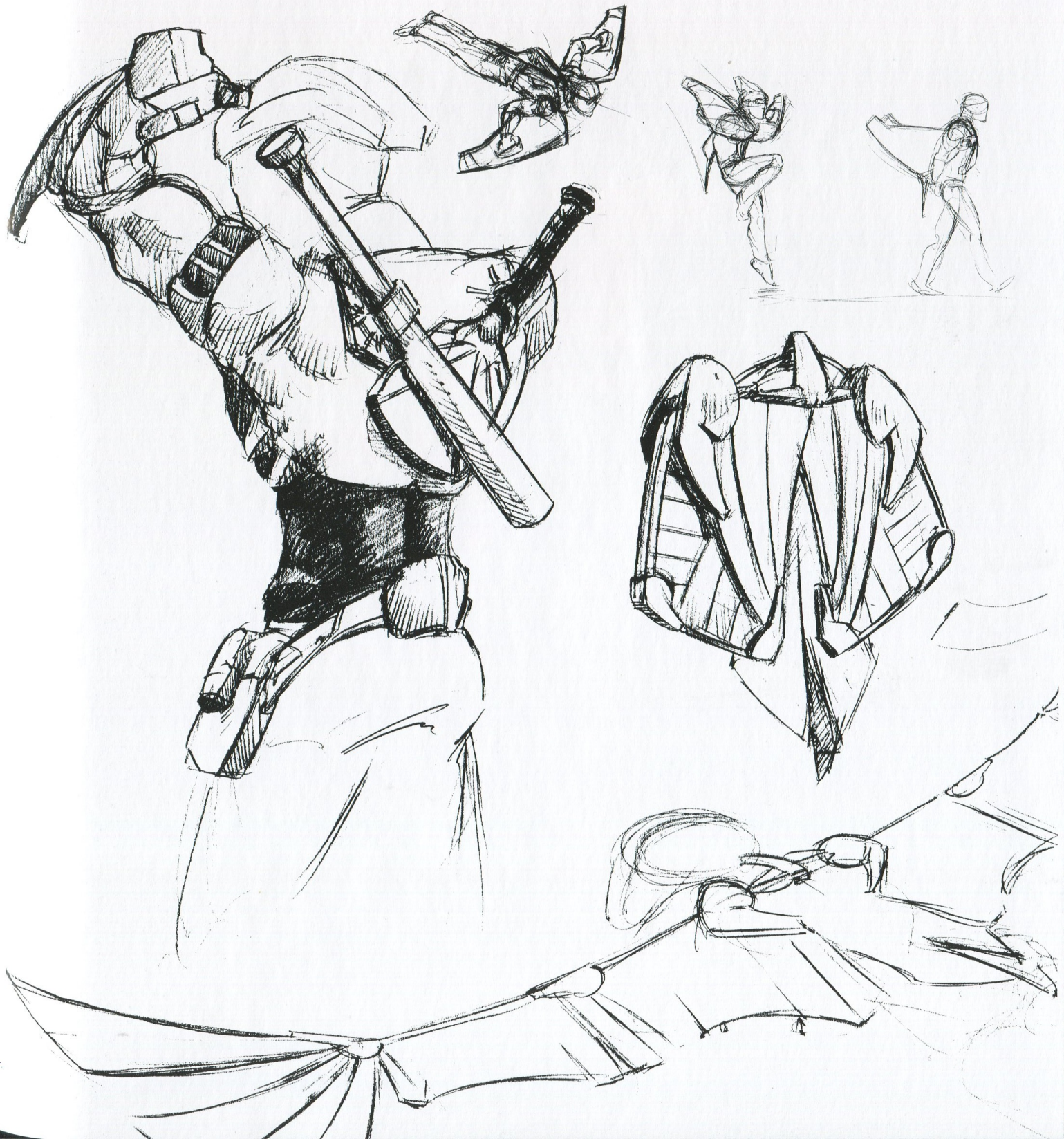
Other Vehicles



Gadgets

LazyTown is a TV show that is full of gadgets. Sportacus has equipment for everything related to sports and movement and uses them to save the day, while Robbie's gadgets are meant to help him get rid of Sportacus forever. Pixel's gadgets are high-tech and futuristic, made to make his life simpler, like the robotic toothbrush or shoe tier.

Sportacus wears a crystal on his chest. In the crystal he can see all the children in the world. It glows and beeps whenever someone (other than Sportacus himself) is in trouble.



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"Someone's in trouble!"

This is Sportacus's key phrase and he only says this **after** *his crystal has beeped, never before.*

Costumes and Make-up

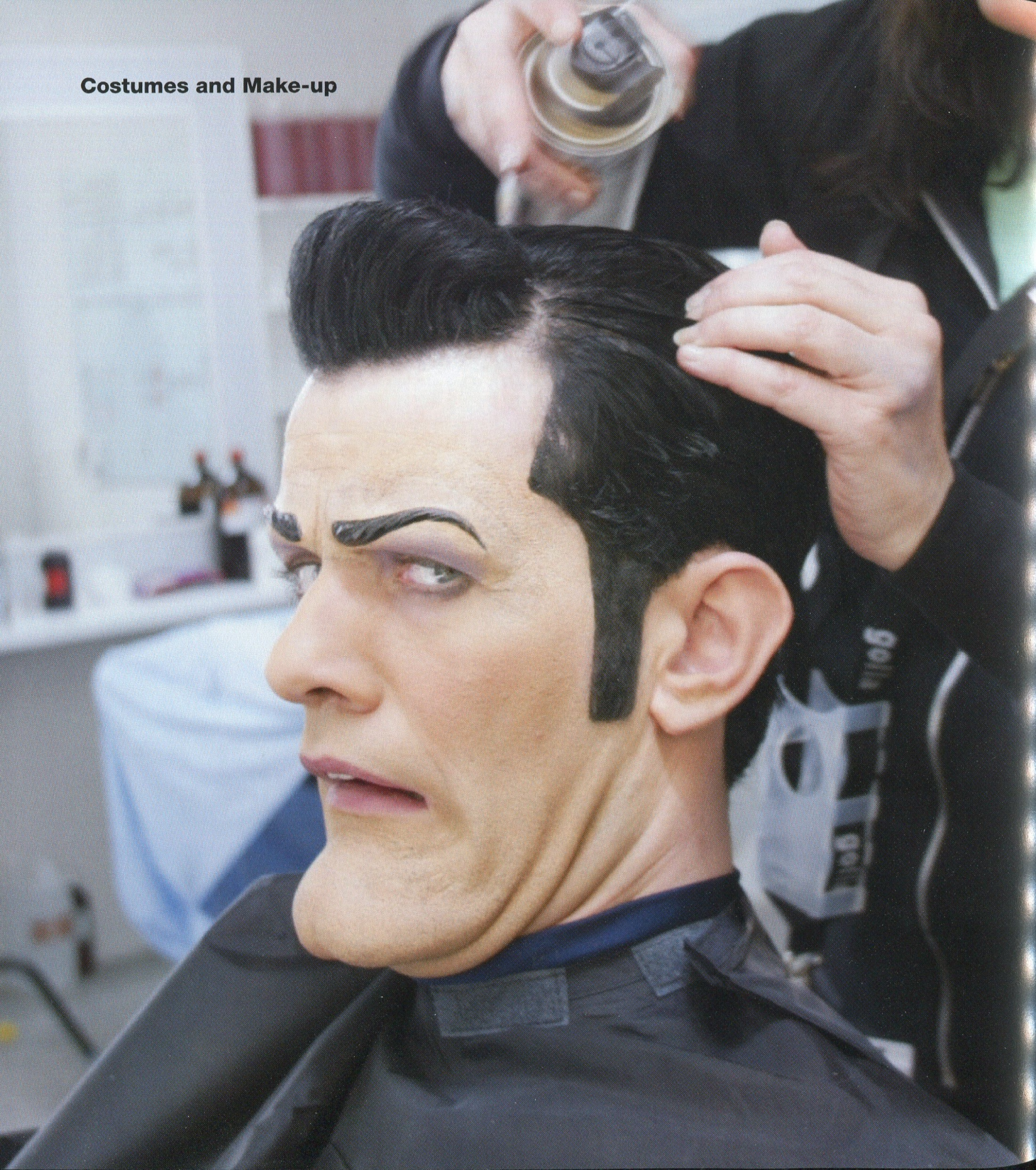
The importance of the costumes was significant, as we were in this world that was partly animated and partly live –the characters' appearance had to match their surroundings. The live actor had to look cartoony and the puppet like a human coming together in this special CGI-animated world, which we call "cartoon-come-to-life". The make-up artists had to adjust the actors' skin tones to more closely match those of the puppets.

There's a good reason for Sportacus's costume's main features – being the first superhero with a moustache. We wanted to create a hero that kids could imitate at home – so with a simple pencil strike – swimming goggles –and a hat, a kid can become Sportacus in two minutes.

The role of Stephanie is between a young girl and a woman. To bridge the gap between the inhabitants of LazyTown – puppets – and real characters, we decided to make Stephanie have pink hair. This makes her girly – but at the same time interesting and intriguing.

For some reason, the classic cartoon villain usually has a big chin – and Robbie has the biggest of them all. By adding this feature to a human actor, we gave him an instantly recognizable look and feel. The eyebrows, ears and chin too make him have that villain look.

Robbie has one main costume but also different costumes for each episode, all designed to help him try fool Sportacus and the kids, normally without succeeding.



"It's disguise time!" This is Robbie's signature line, which he says before he changes into another costume to disguise himself.

Costumes

ROBBIE
RR
SFD
Motors
GoWheels
Robbie
RR
Wheels

One challenge created by shooting in HD was that just as the camera sees the slightest flaws in human complexions, it also picked up the deterioration of the puppets' latex skin; as a result, their skin had to be replaced every three weeks.

Puppet Masters

The LazyTown puppets were designed and built by Academy Award-winner Neal Scanlan (Babe).

We used eight puppeteers for the six puppets, sometimes with three puppeteers operating one puppet, as they are quite heavy. Puppets were available as full body, half body and sometimes we dressed up young kids when we needed the puppets to be able to run and play sports.

The puppets were built to be like humans, not like animals or in an exaggerated fashion like Spitting Image, making them large and heavy. They are therefore very complicated to operate as the body posture needs at all times to look human and not awkward. On top of this, the puppeteers had to look into monitors all the time with a time delay, putting pressure on the puppeteers to be extremely skilled – sometimes with monitors in their glasses or around their necks to be able to see how the puppets moved.

We were fortunate and got the best puppeteers in the world to take on this challenge, but it took an enormous amount of training.

The puppets were always shot filling the frame as in a normal movie and not half or one-third like in a traditional puppet show. We even built trolleys for puppeteers to lie on to get a seamless flow of movement when the large, full-body puppets were being used.

Music and Choreography

Music is an integral part of LazyTown. LazyTown would not be what it is without its music, composed in an upbeat tone to keep the energy flowing. Melodies that kids and parents can really catch and get kids moving.

Very early on, we decided to have a new song in every episode. The reason being that music is the international language, and kids simply love to sing and dance. We wanted the music to connect families; to make it appeal to children and their parents. This was done by using simple, catchy melodies and laying them over modern dance music.

The background music of the episodes is also a big factor in the success of LazyTown. It is not like a normal kids' show, but exciting like in a movie. We mixed the big dramatic music of modern blockbuster movies together with classic cartoony music. Think "Tom & Jerry" meets "Indiana Jones".

Each character has a signature sound or theme with more than 4,000 sound effects in all the LazyTown episodes. The music follows every move in a very synchronized style with Sportacus moving and Robbie sneaking around to a certain beat.

All movements in LazyTown are choreographed, from start to finish. From the movements of Sportacus, dancing of Stephanie, to the sneaking around of Robbie. As an example, when Sportacus wakes up and has breakfast, he jumps, flips and somersaults out of bed.

With one music video in each episode, there was a lot of training needed for each to perform the dance segment in the music episodes. The dances are based on simple moves that everybody can do and encourage kids to try themselves.

The music is structured to make it easy to move and dance to. All scenes are properly choreographed as all movements are mixed with music, so it has to fit the rhythm or the beat in the music and be counted correctly. You will not see it, but watch closely and listen – and you will feel it.

Music and Choreography

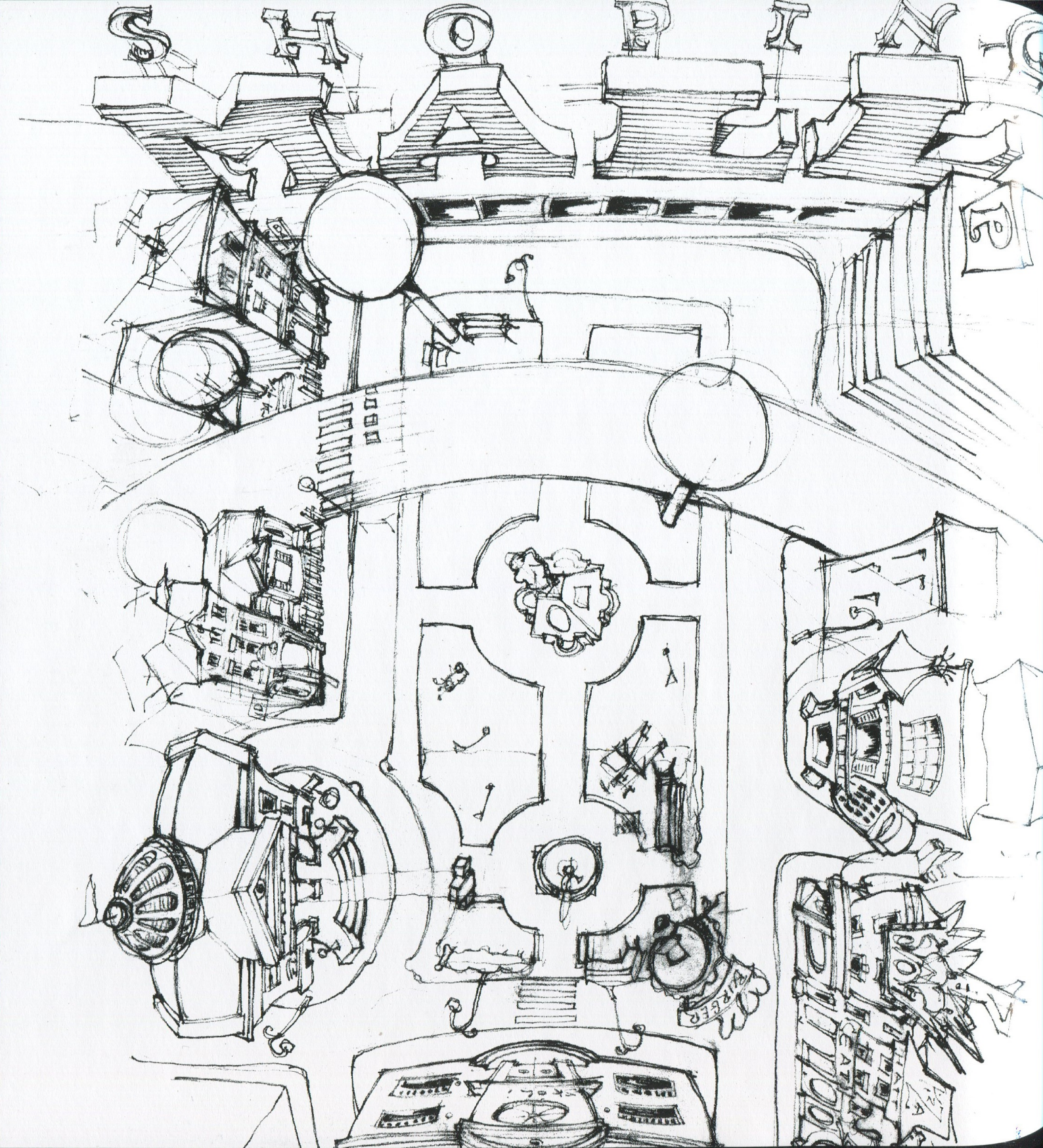
Every episode ends with the **"Bing Bang"** *song that will leave you energetic and with a big smile on your face. In December 2006, "Bing Bang" went straight to #4 on the UK singles chart list, leaving behind many of the world´s biggest pop artists.*

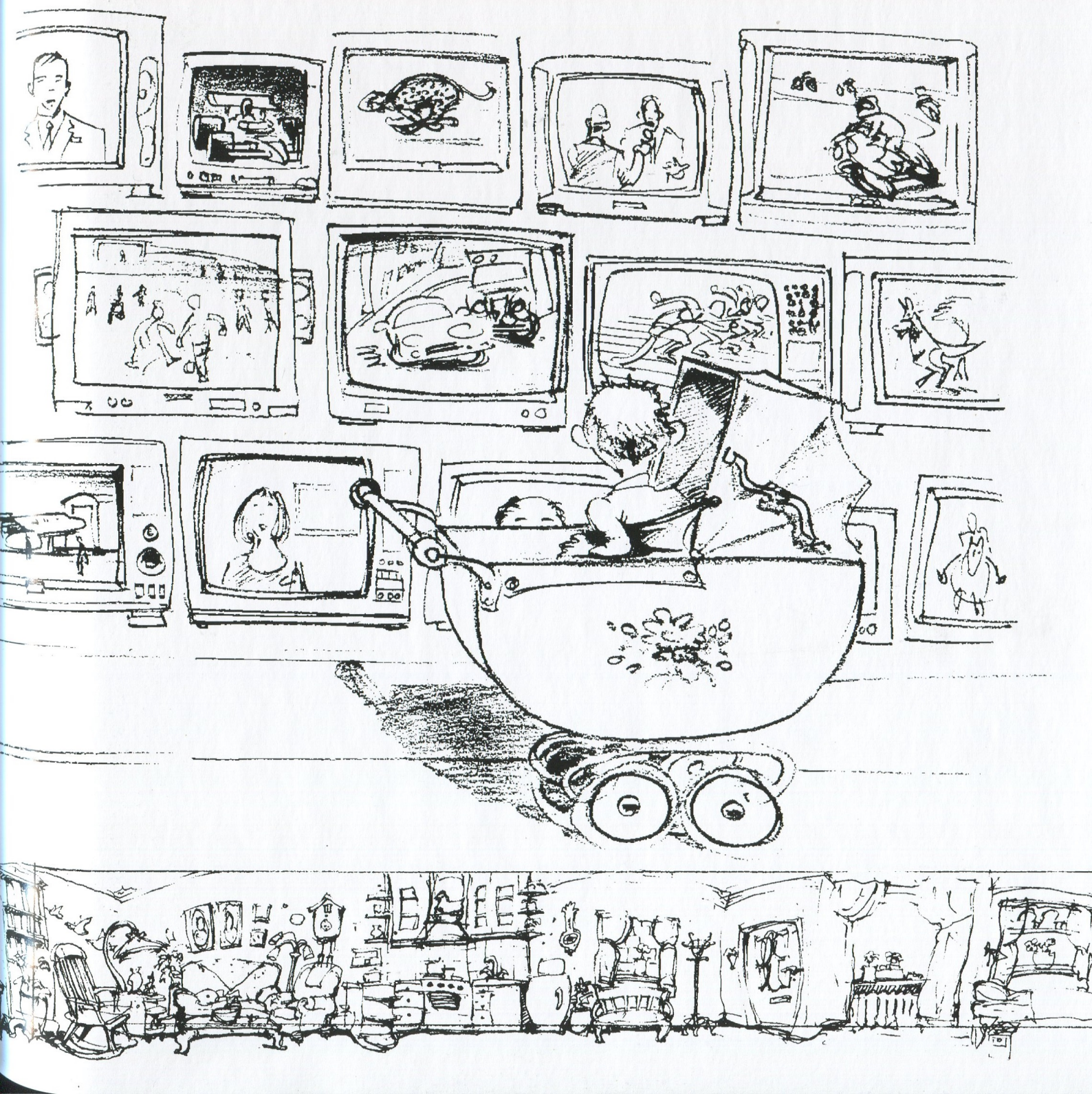
Sets and Props

The shape and design of the props matches the LazyTown set; there are no straight lines and the design is timeless. Some are extreme versions of items we know from the real world like a toaster, books and a camera, while others are items only seen in LazyTown, like the toffee-cannon and candy faker maker.

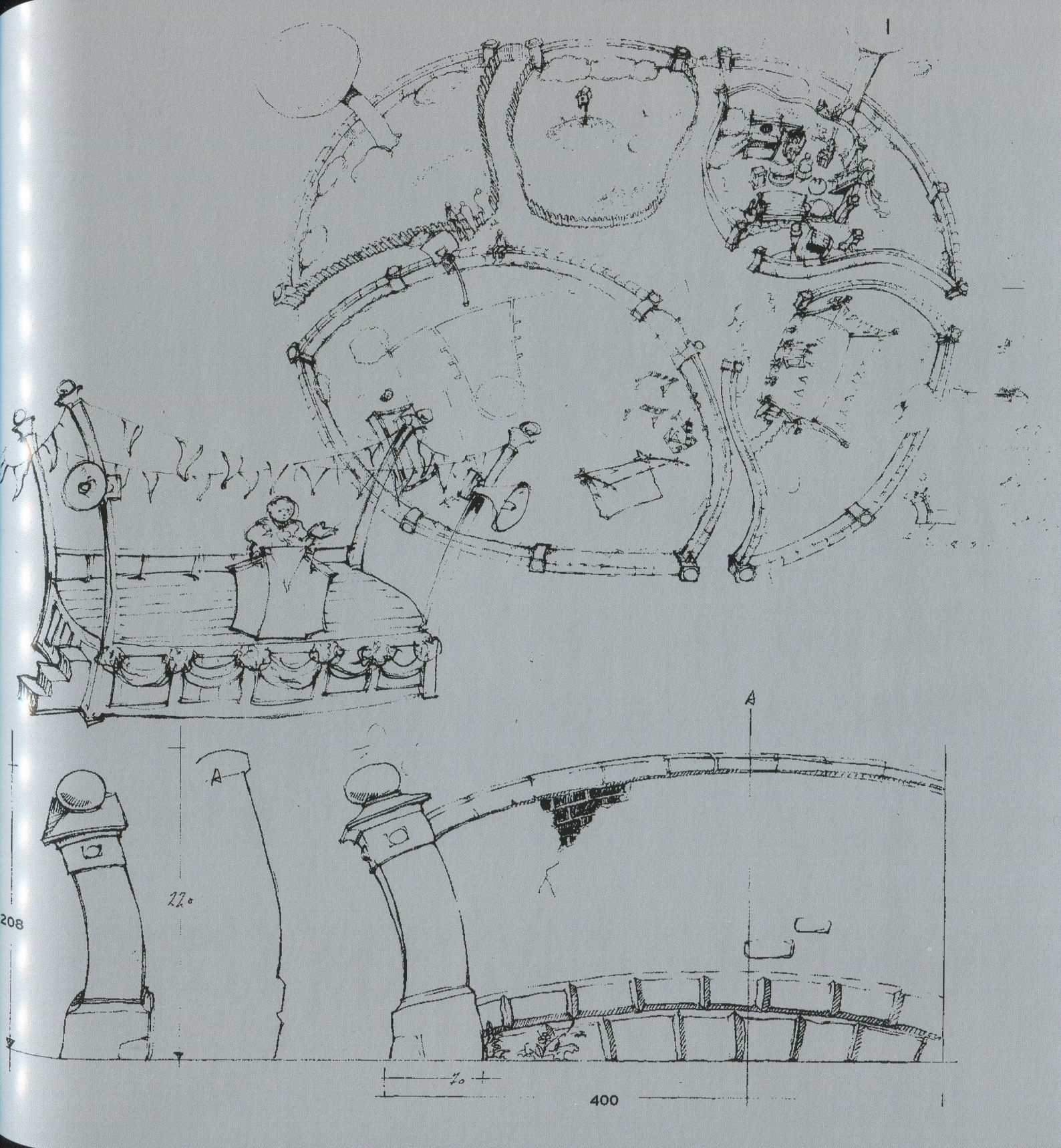
So we decided that every prop made should be curved – even the drums in the band or the clock, sign or lamppost was bent.

As the show was shot in HD, the props needed to be in large detail. Handmade to the smallest detail and done under time pressure (because there was a new episode shot every week). Each episode had a different theme and therefore new props – snow, pirate, rock and roll, etc.





General sets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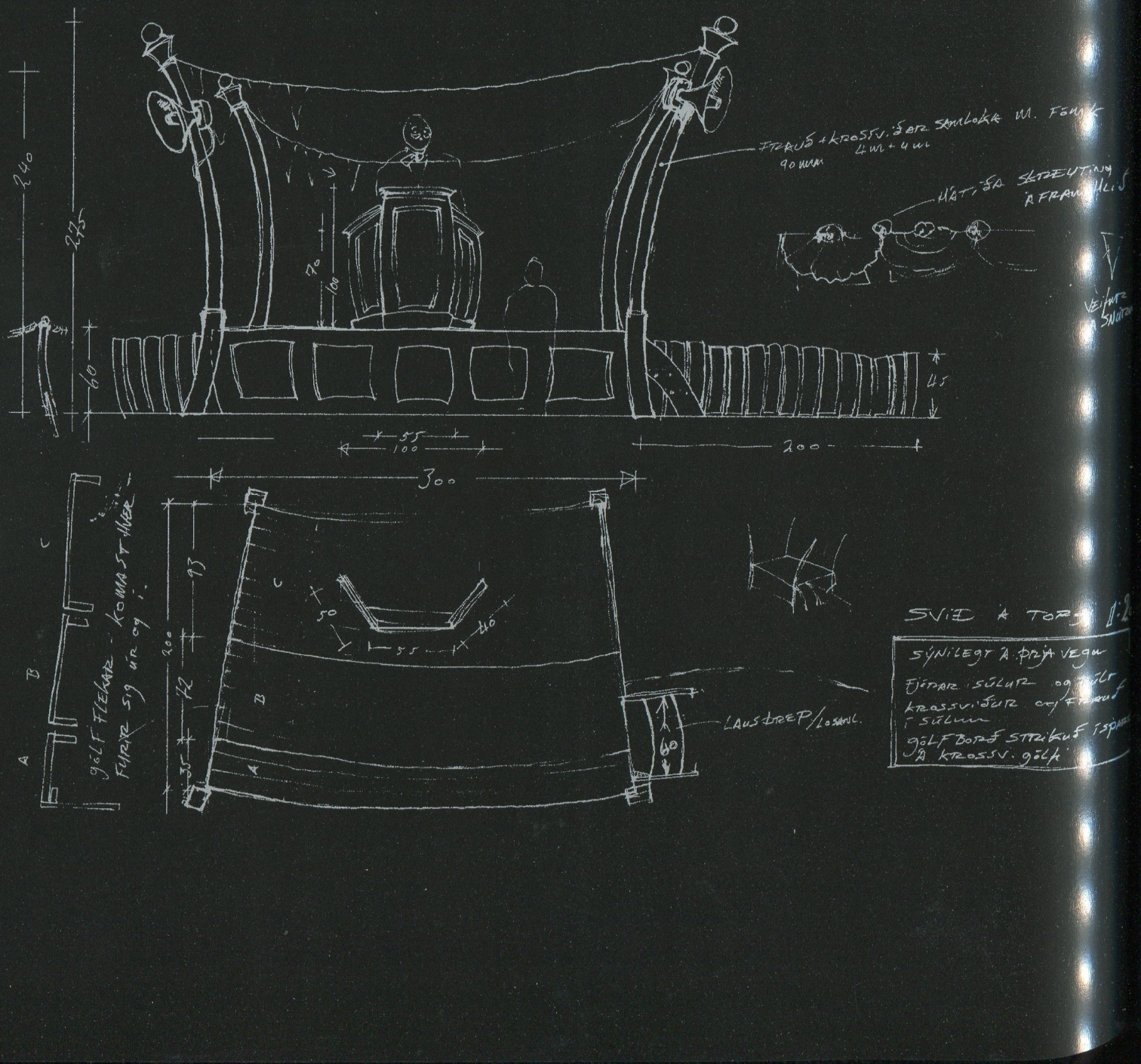
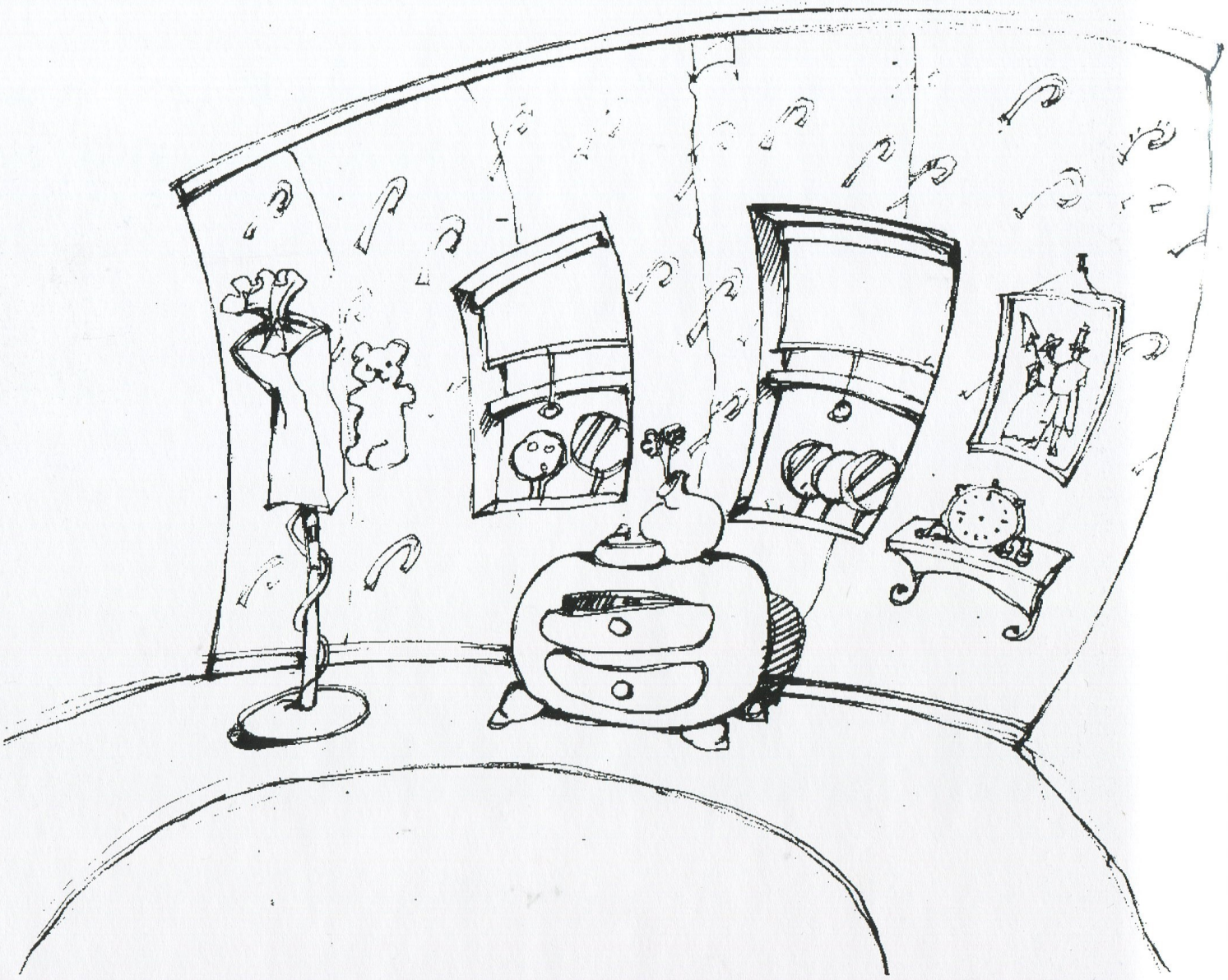
General sets



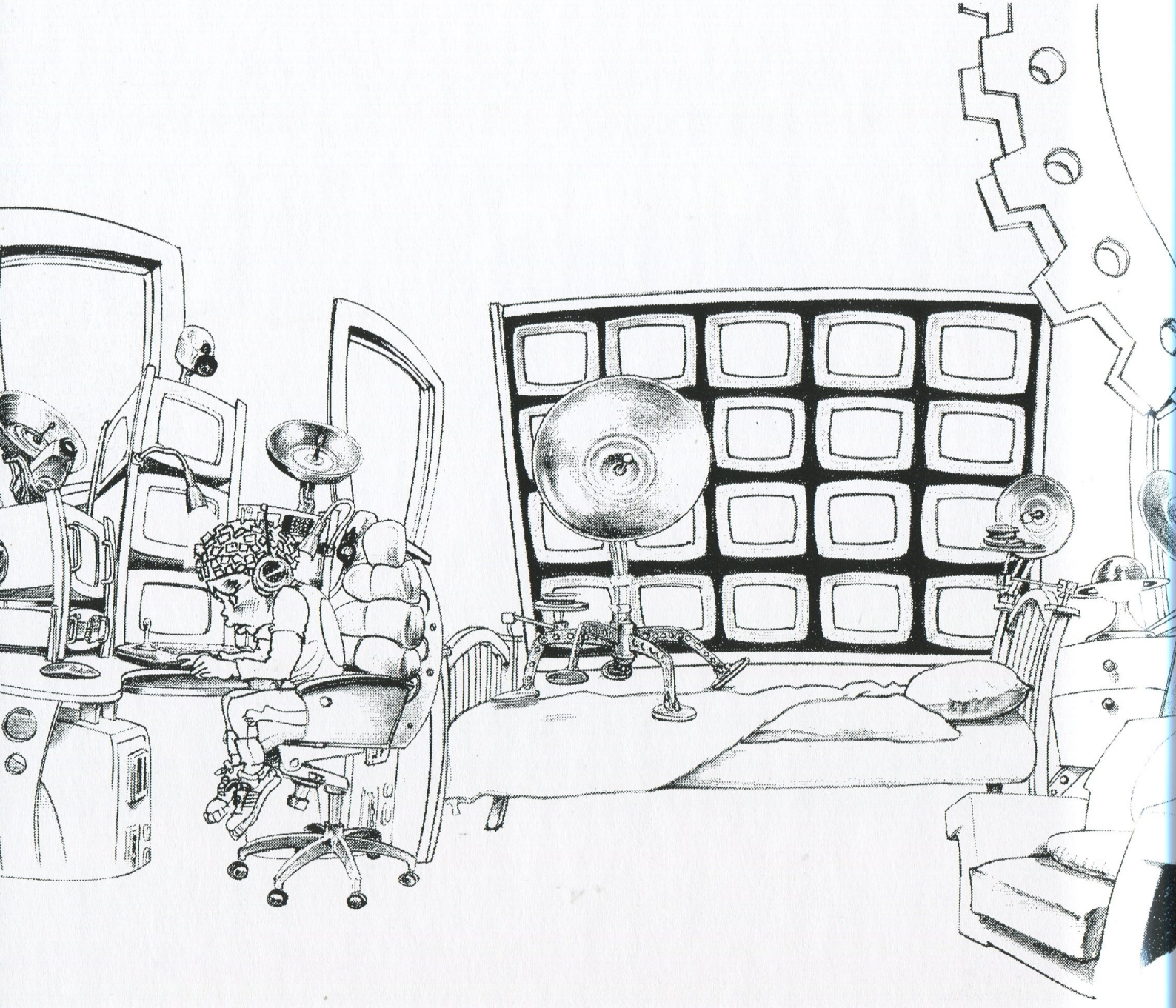
Ziggy's set



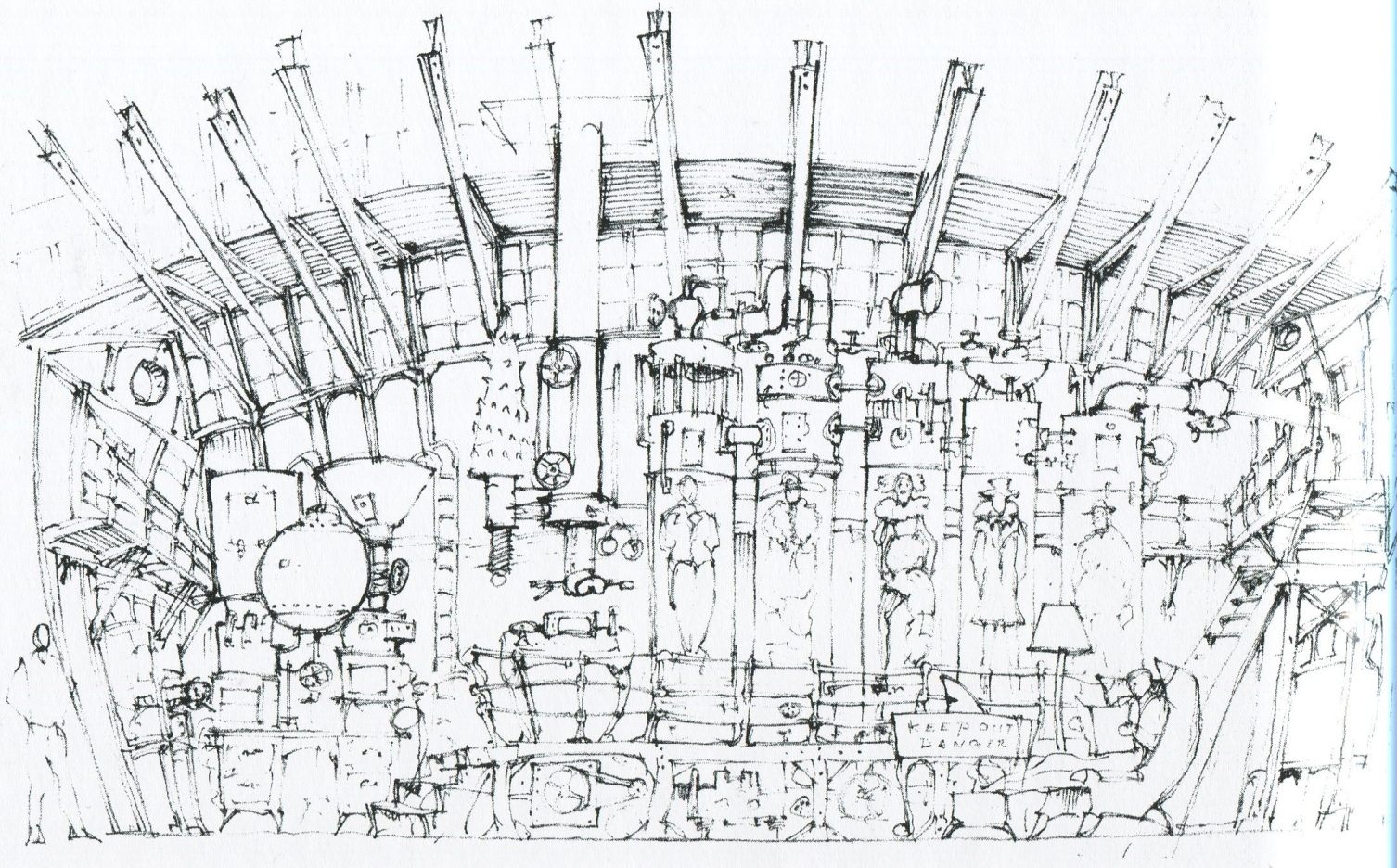
Mayors office set

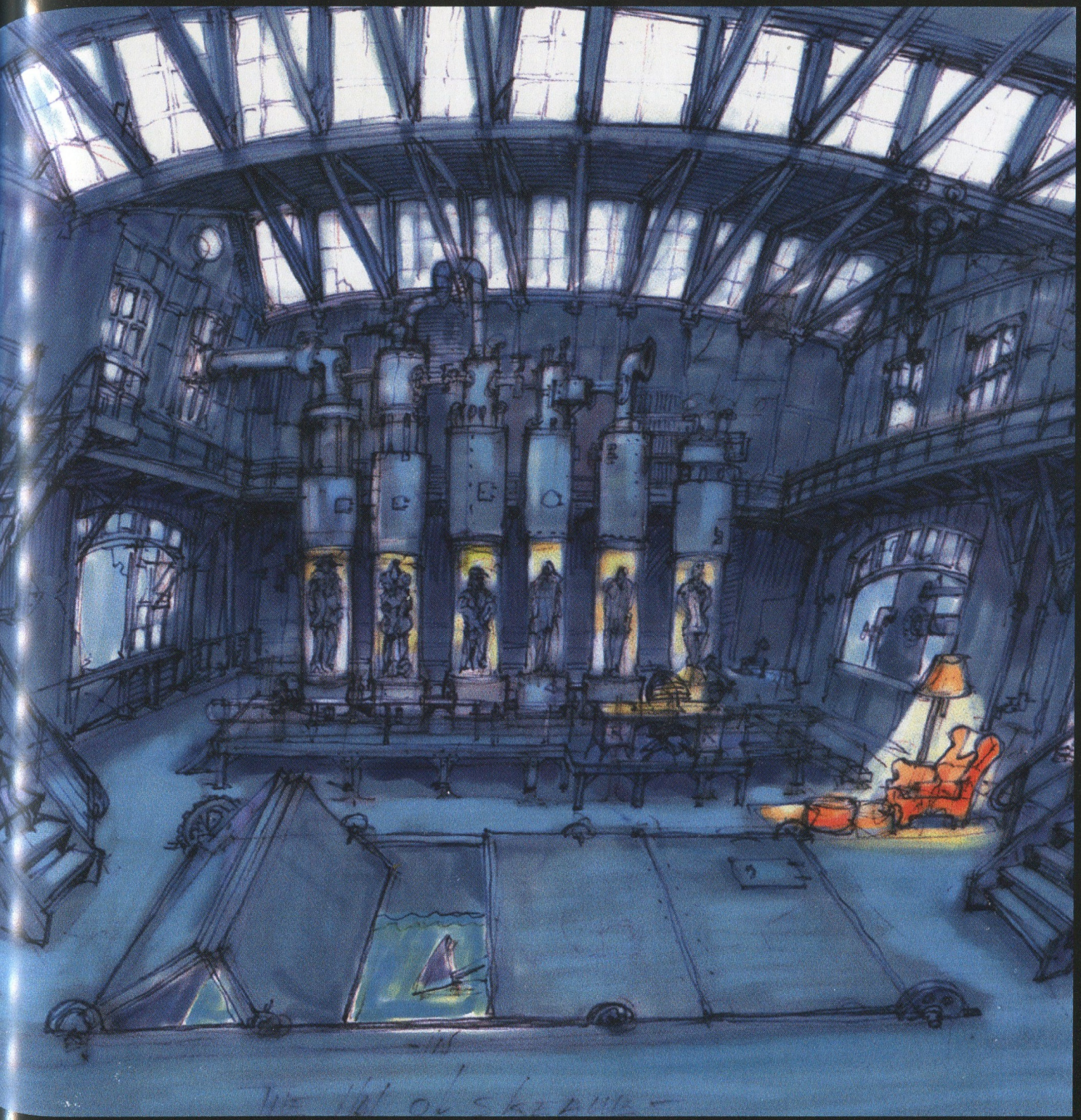
Stephanie's set

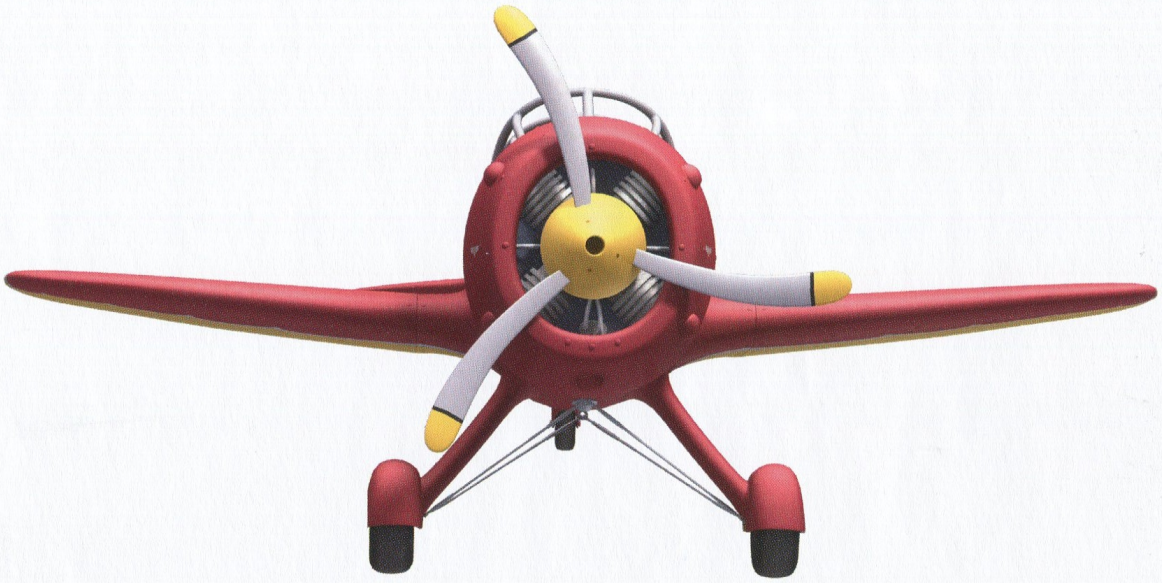
Pixel's set

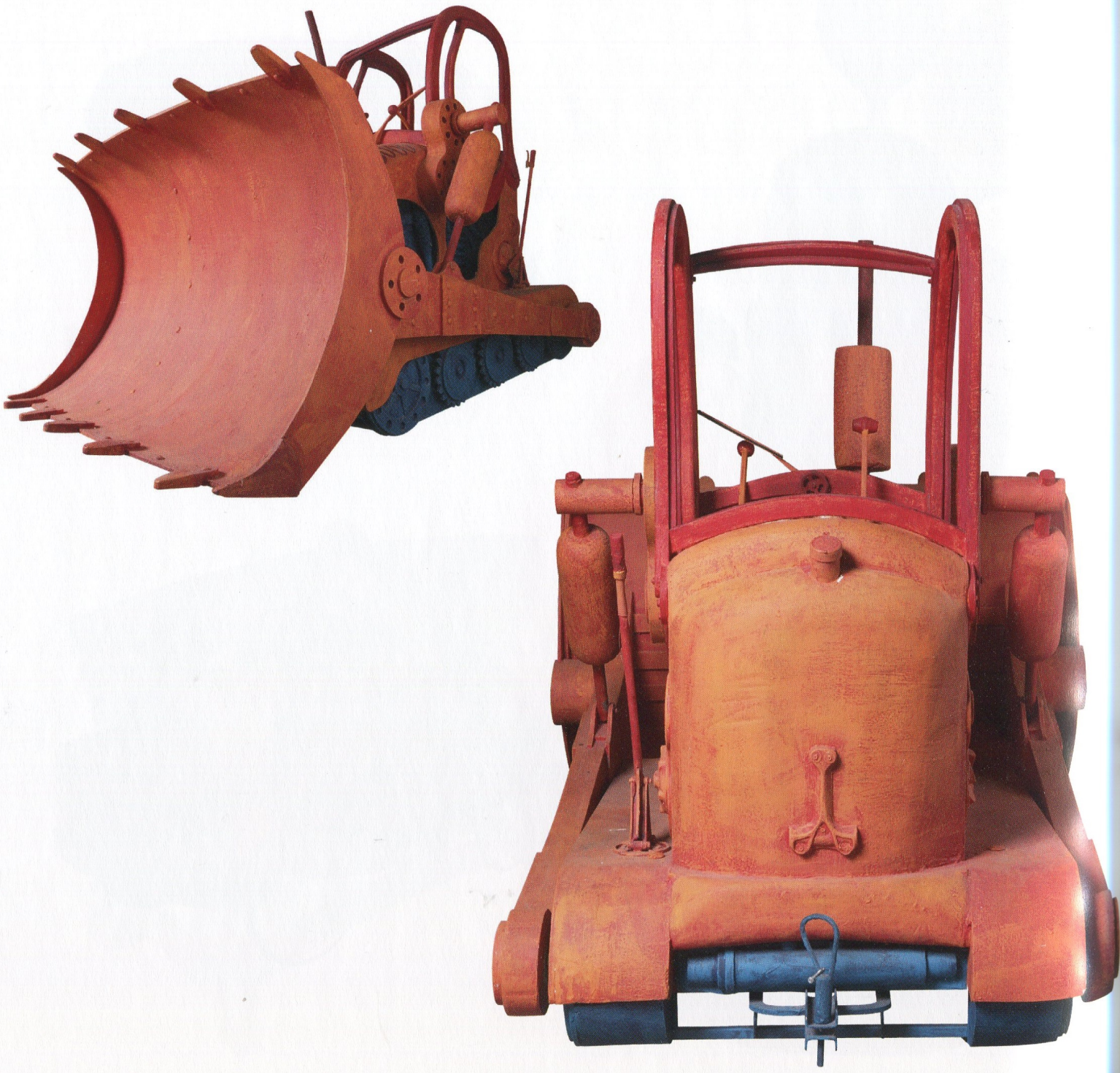


Robbie's set









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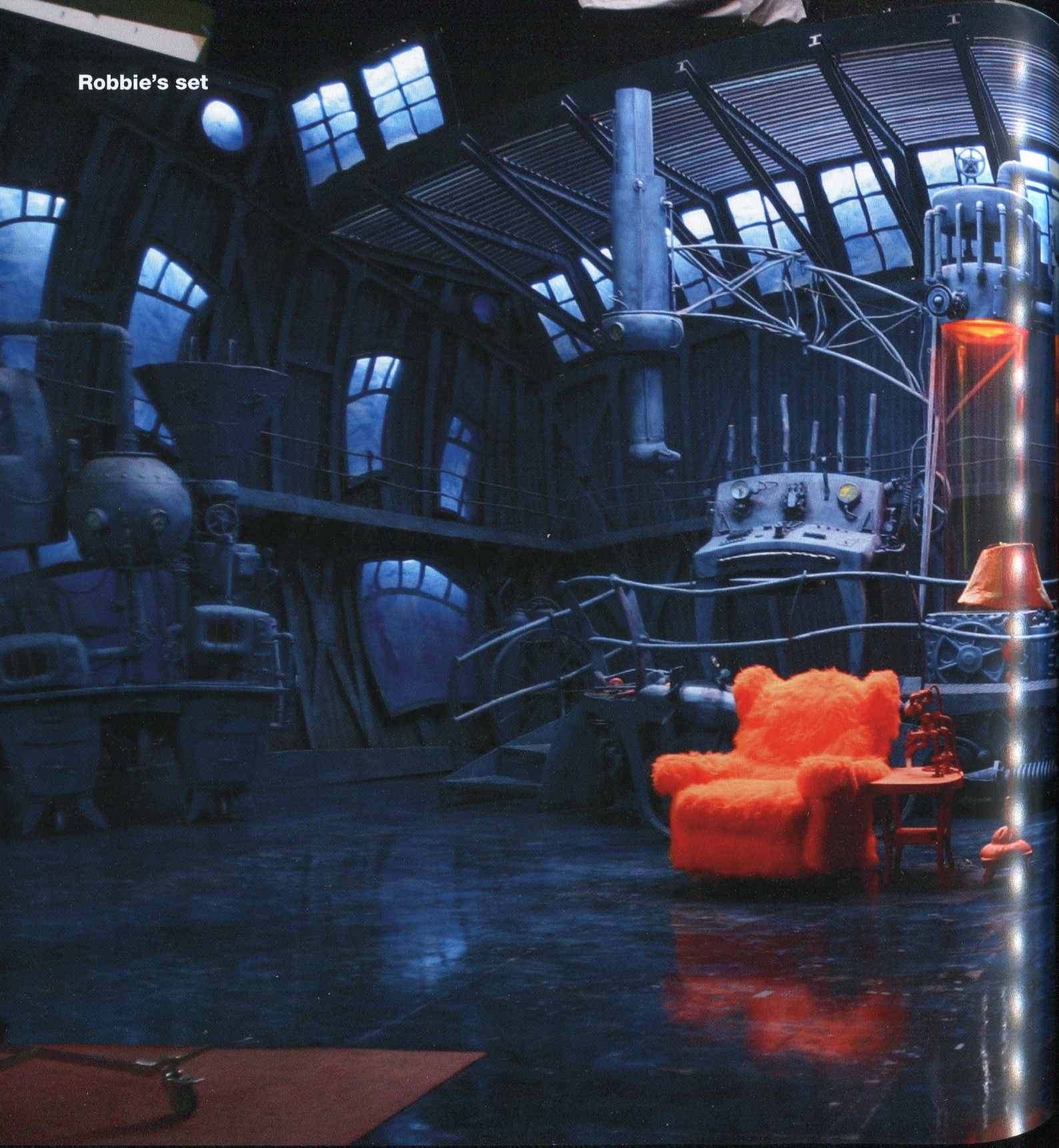
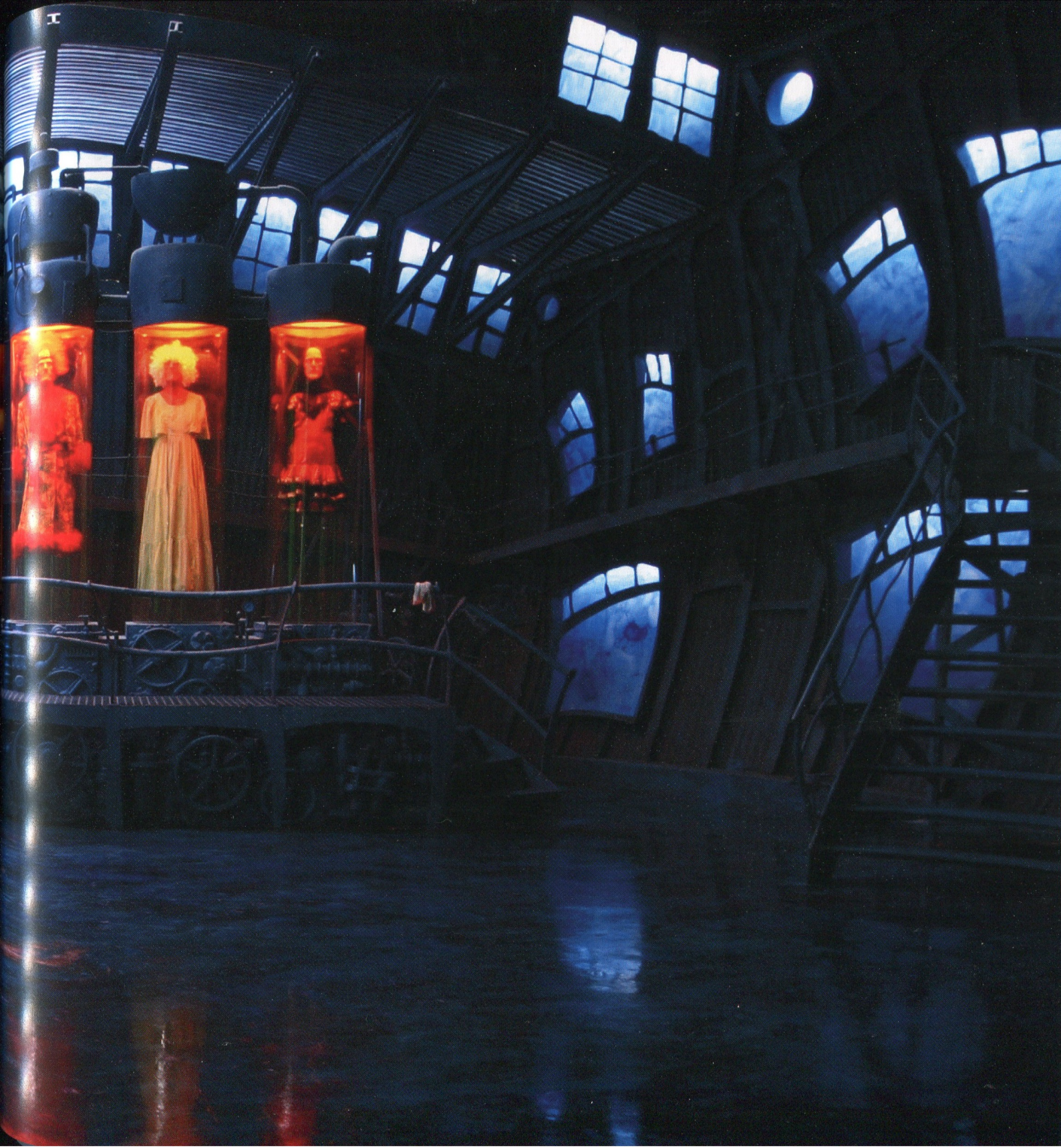


Robbie's set



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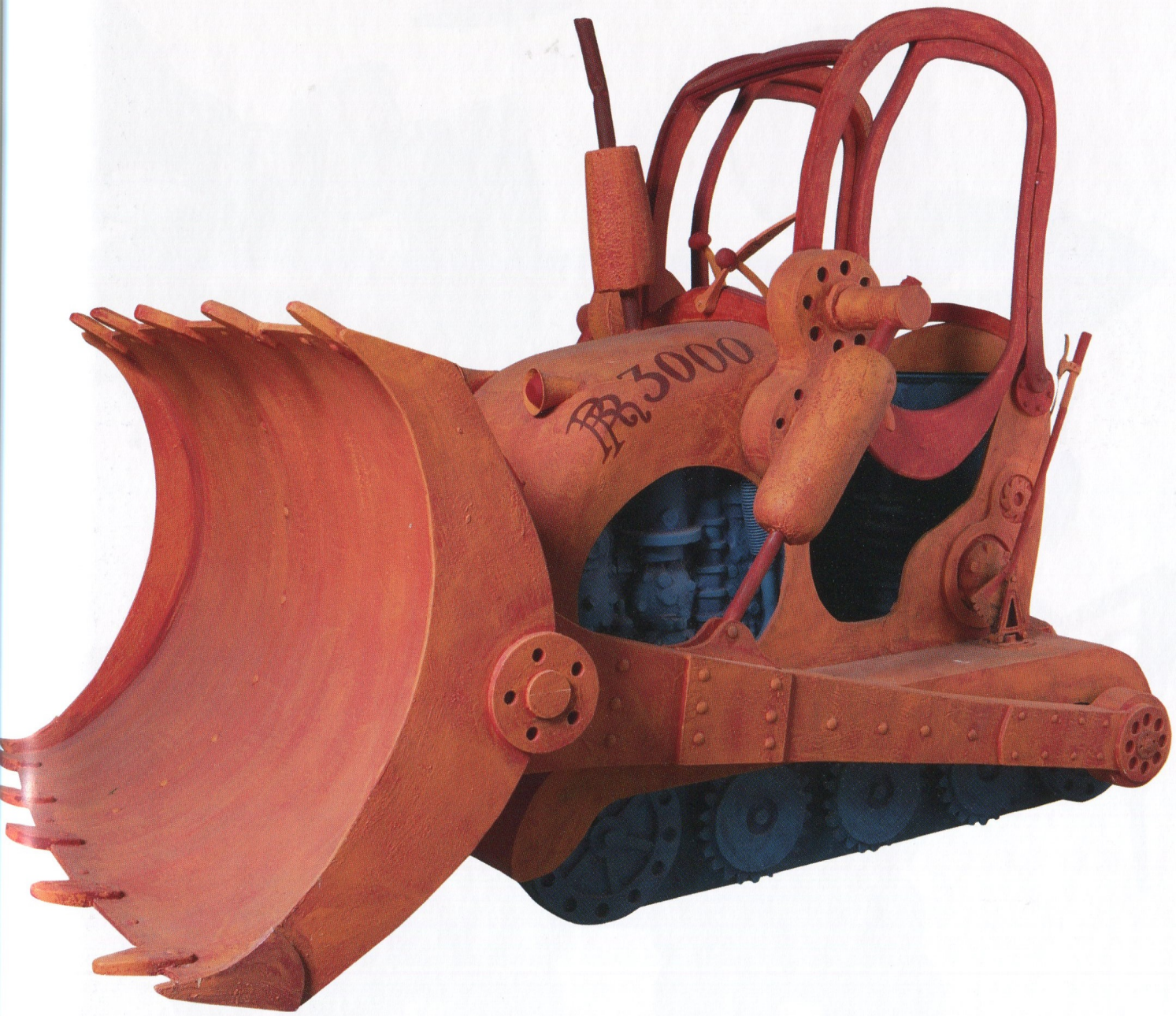
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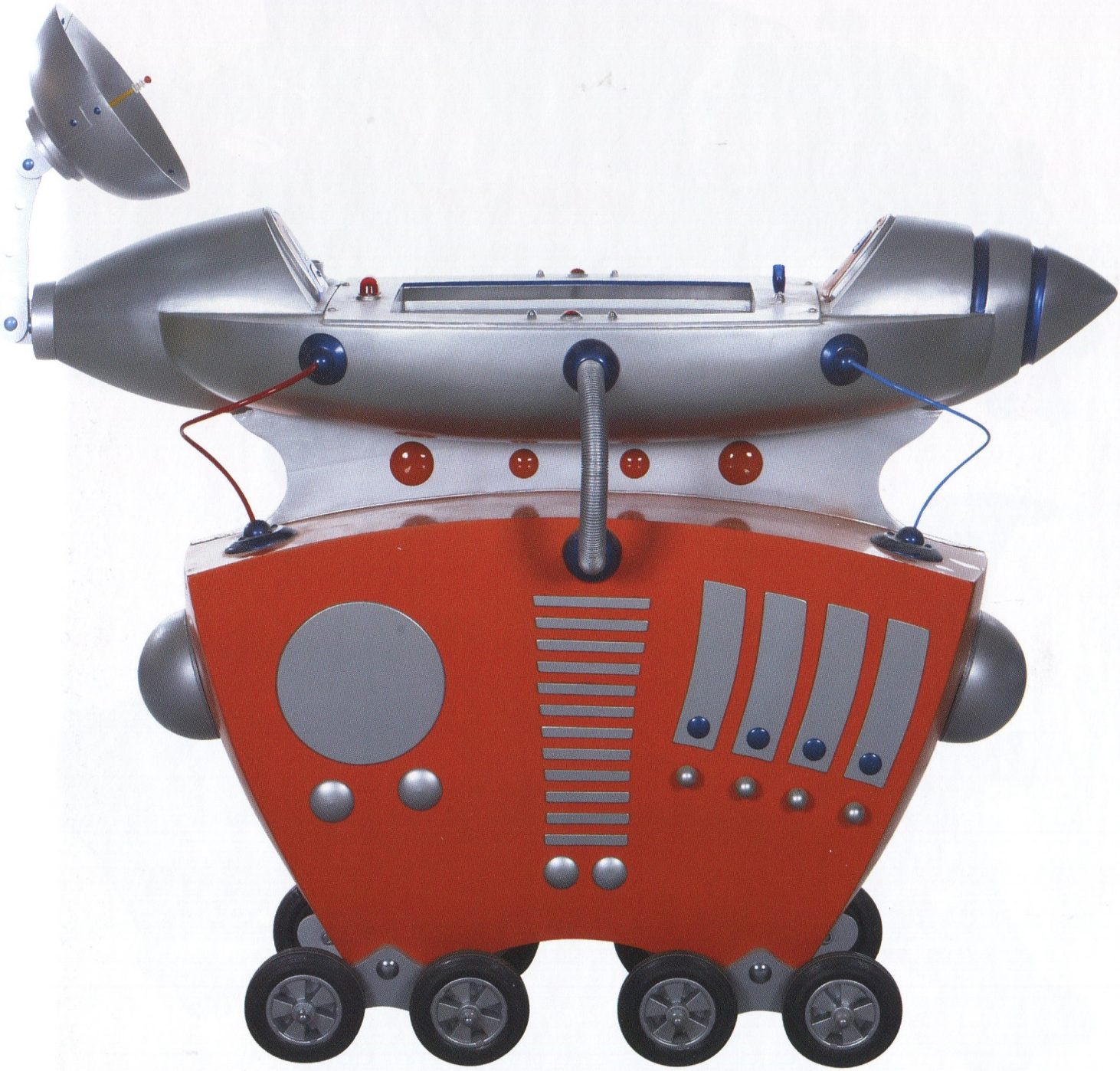

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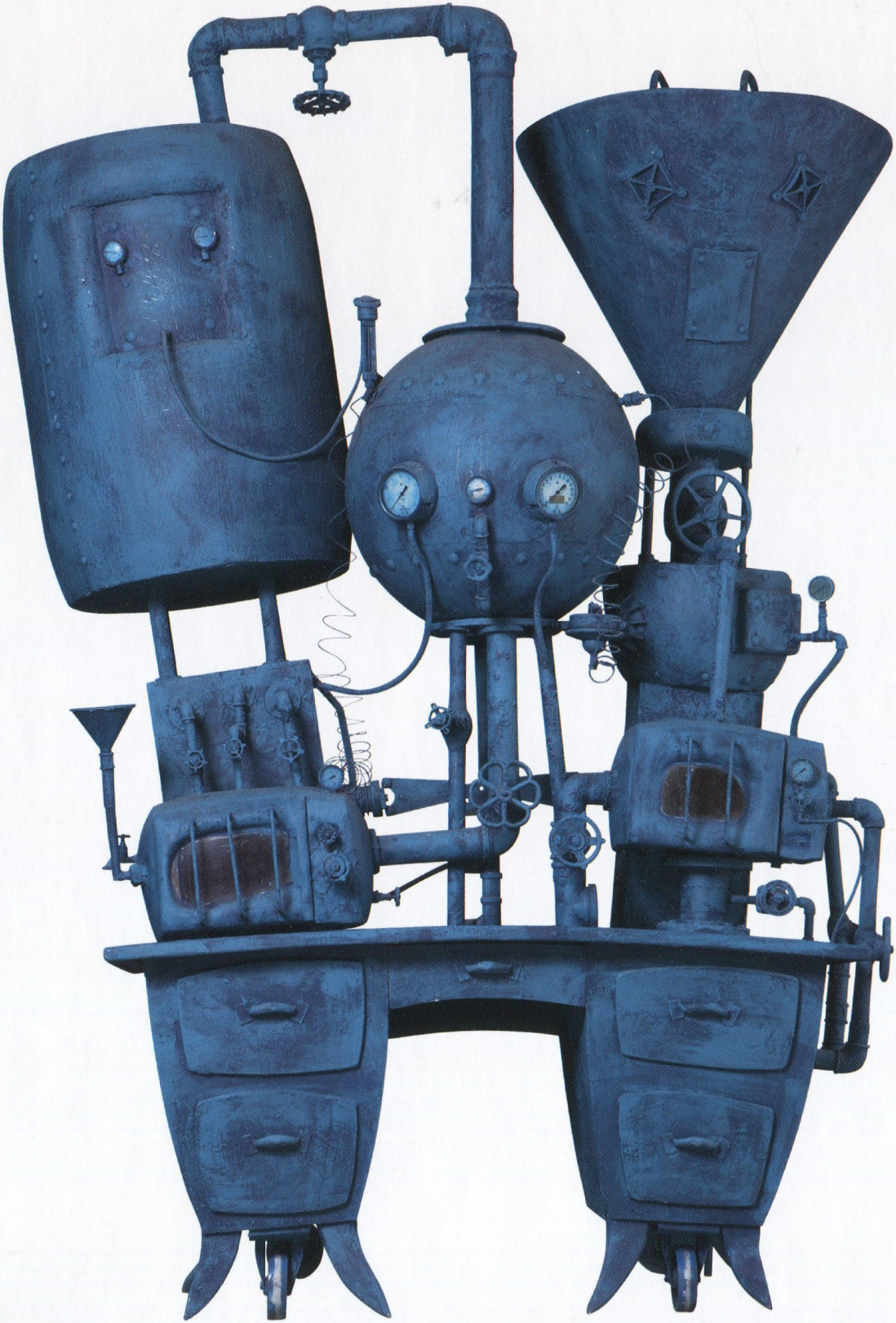


The Houses

There are no straight lines in LazyTown, everything is bent and exaggerated with strong colors.

We needed to have a different type of style, so the architecture is unique, as we wanted it to have timeless design. By researching classic design to see what was still perceived as modern, we saw that everything that was curved, or not with straight lines, met that criteria.

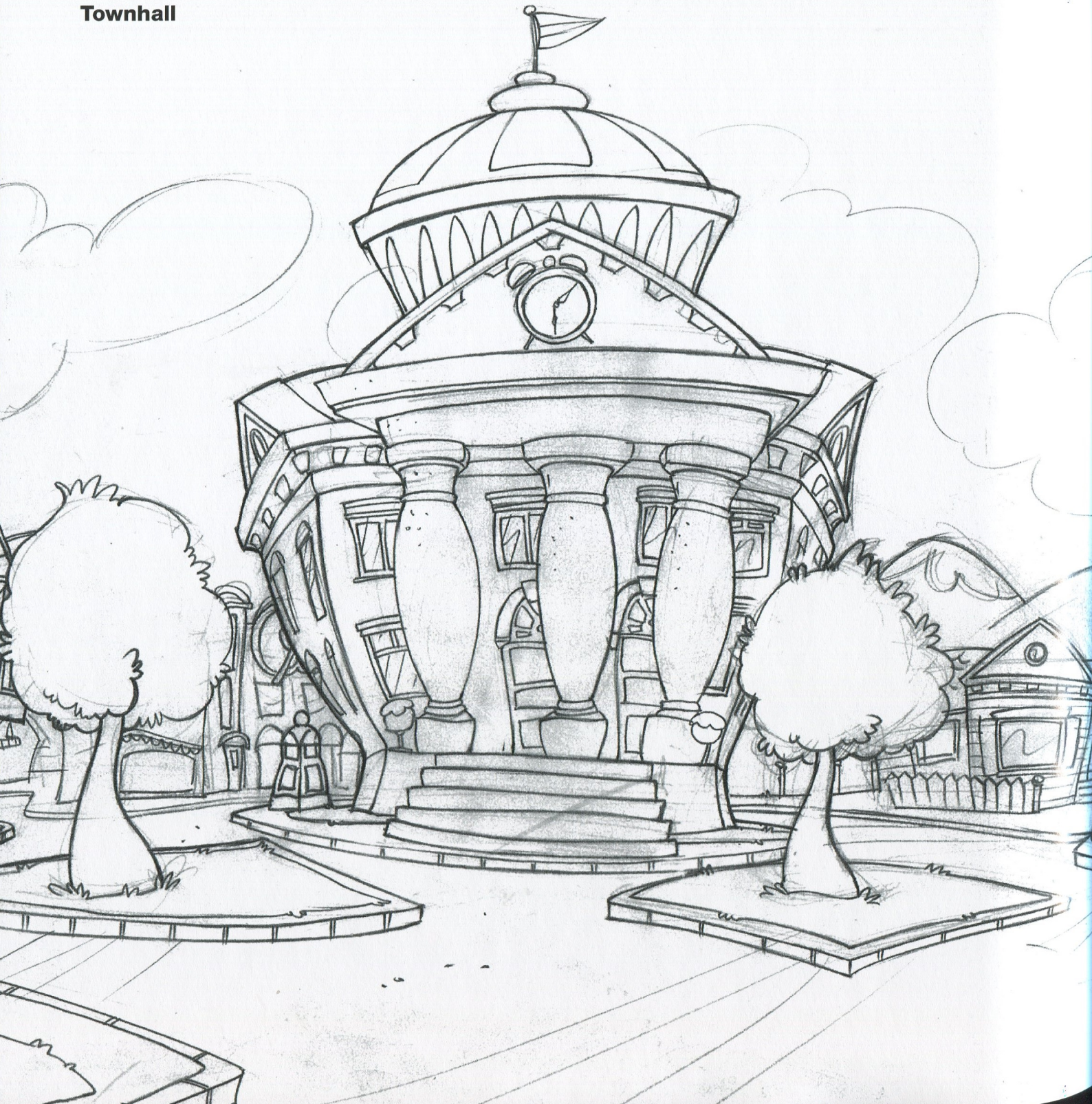
Each house has something very special or unique about it. Ziggy's house is a candy house with chocolate walls and a chimney made out of ice cream.

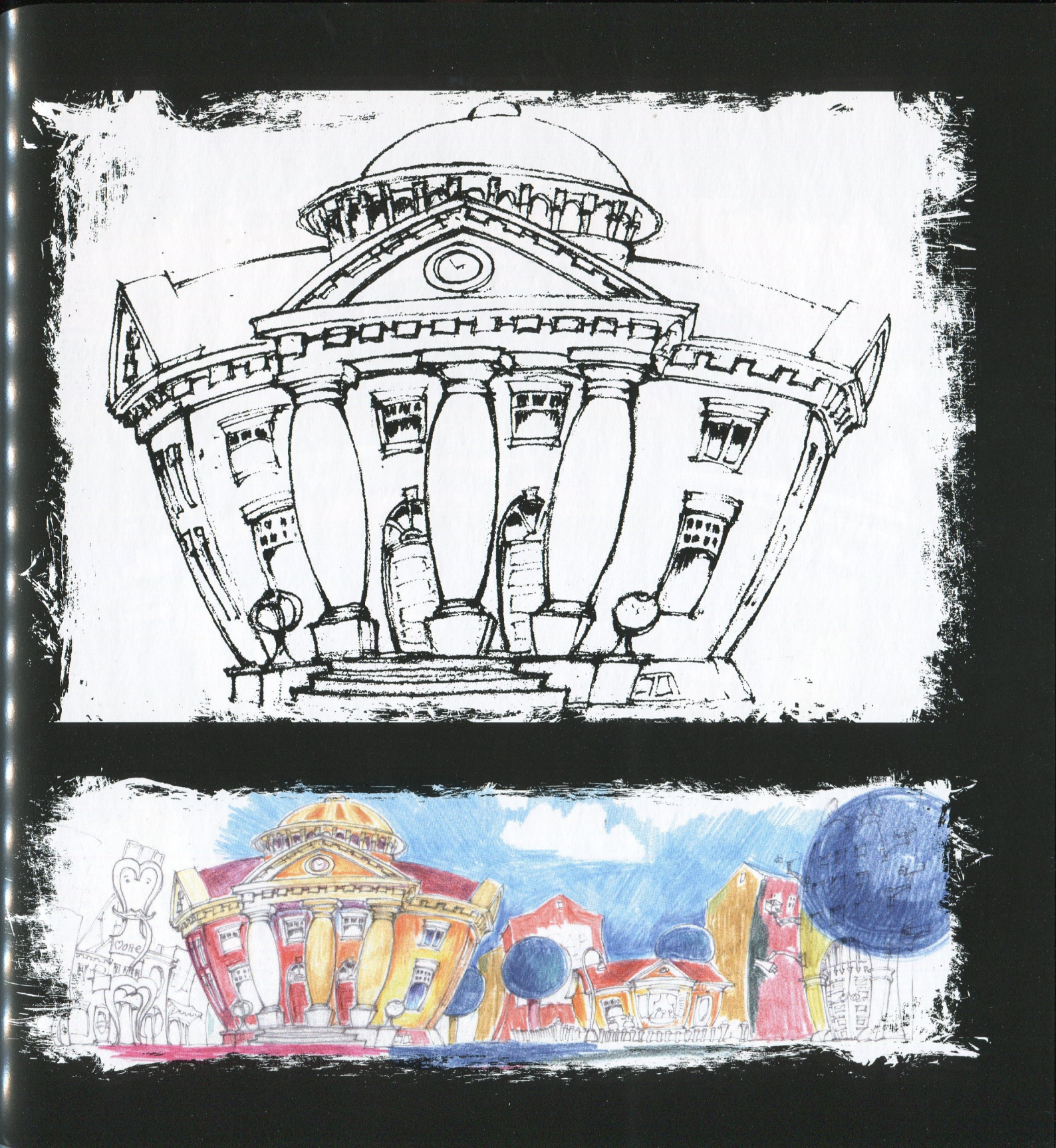
All streets and surroundings are made of Astroturf with sports stripes so all roads are like running tracks or part of a big sports field.

LazyTown is in the middle of nowhere – with streets leading out of town ending anywhere.

LazyTown could be your next town or... wherever you live in the world.

Townhall

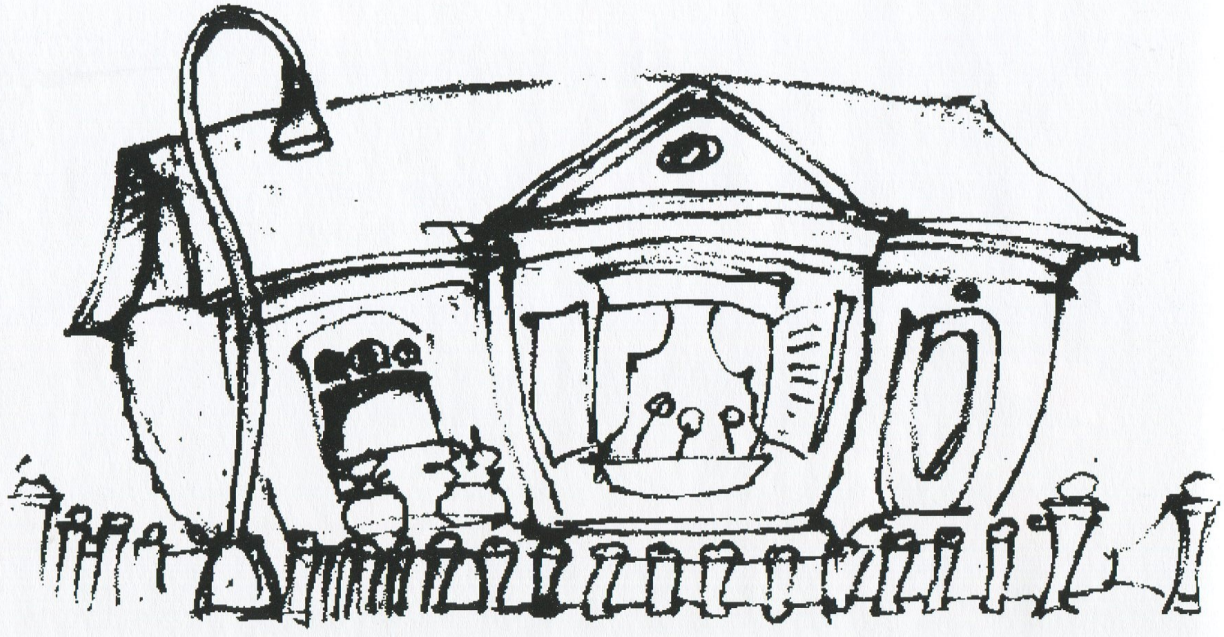




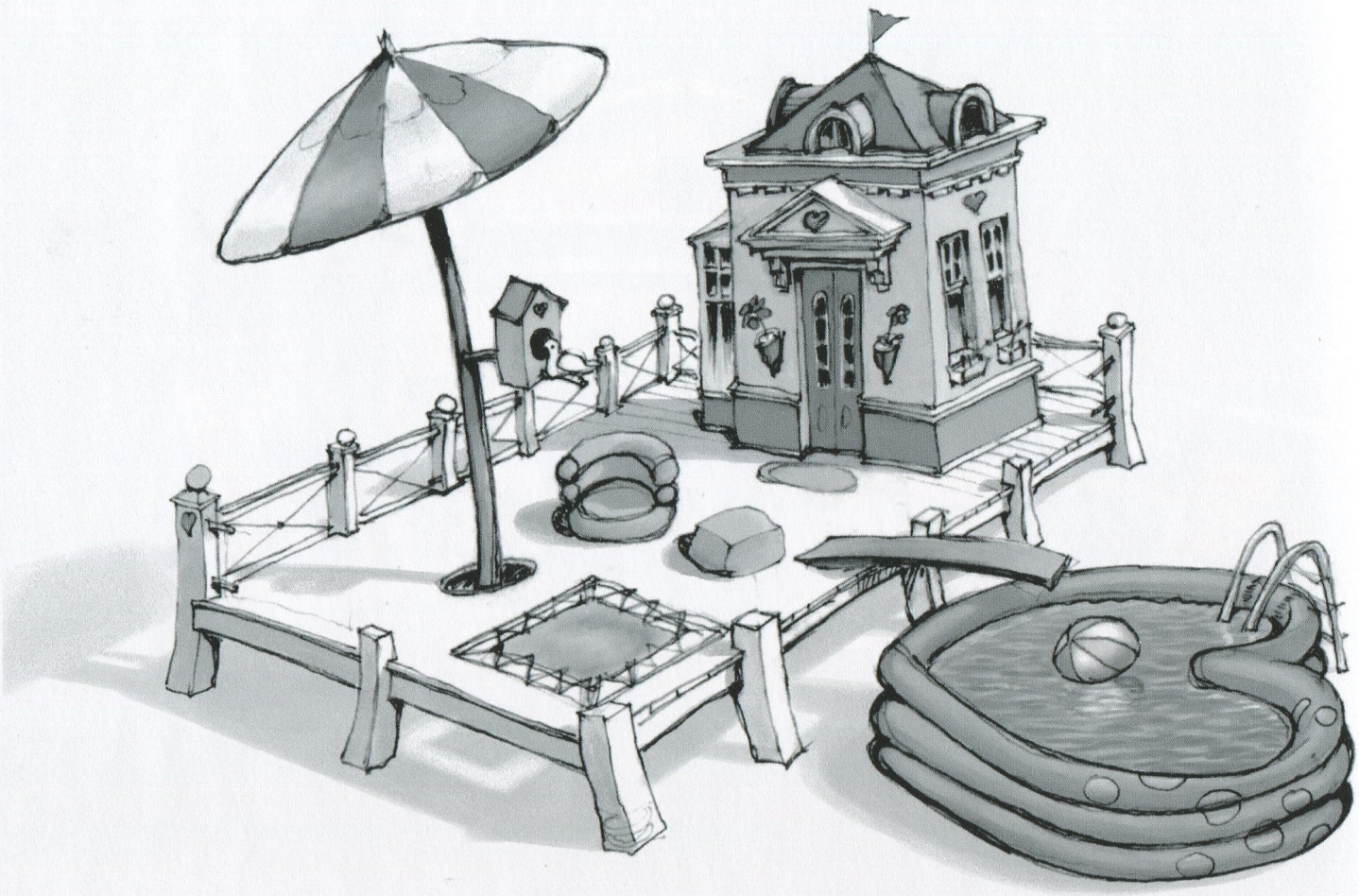
Townhall

Townhall

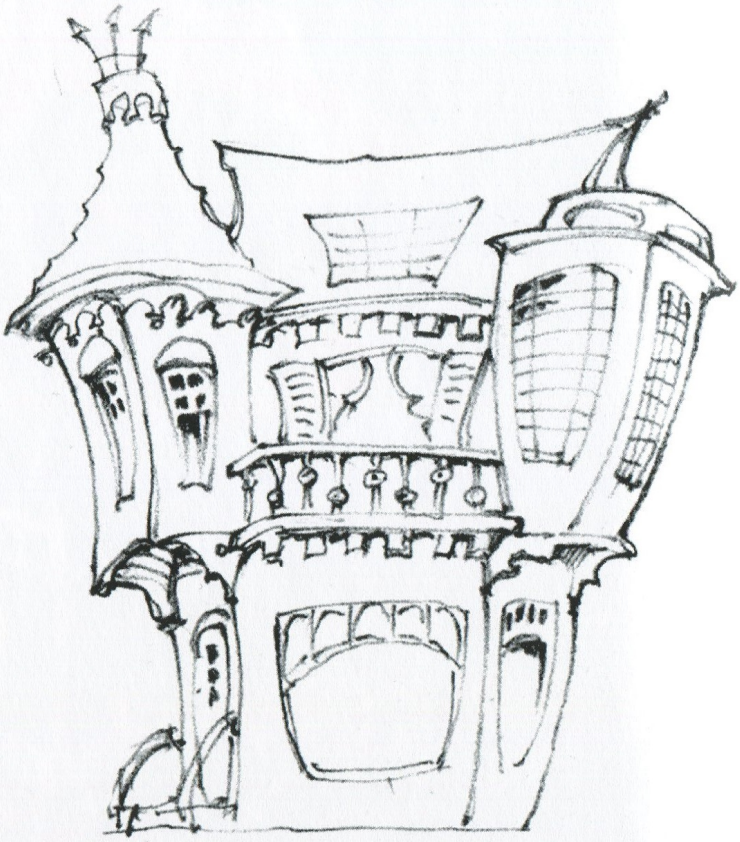
Mayor's house



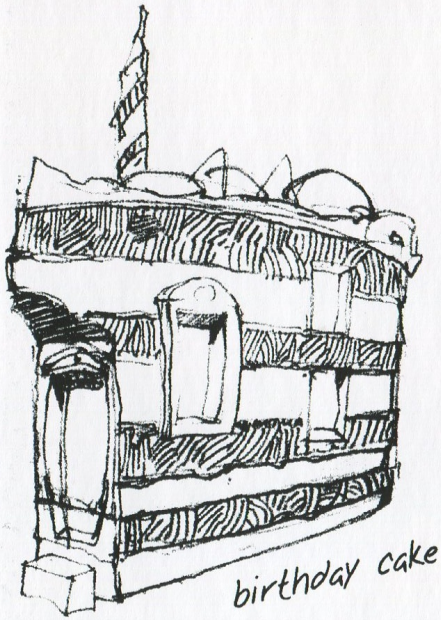
Stephanie's house



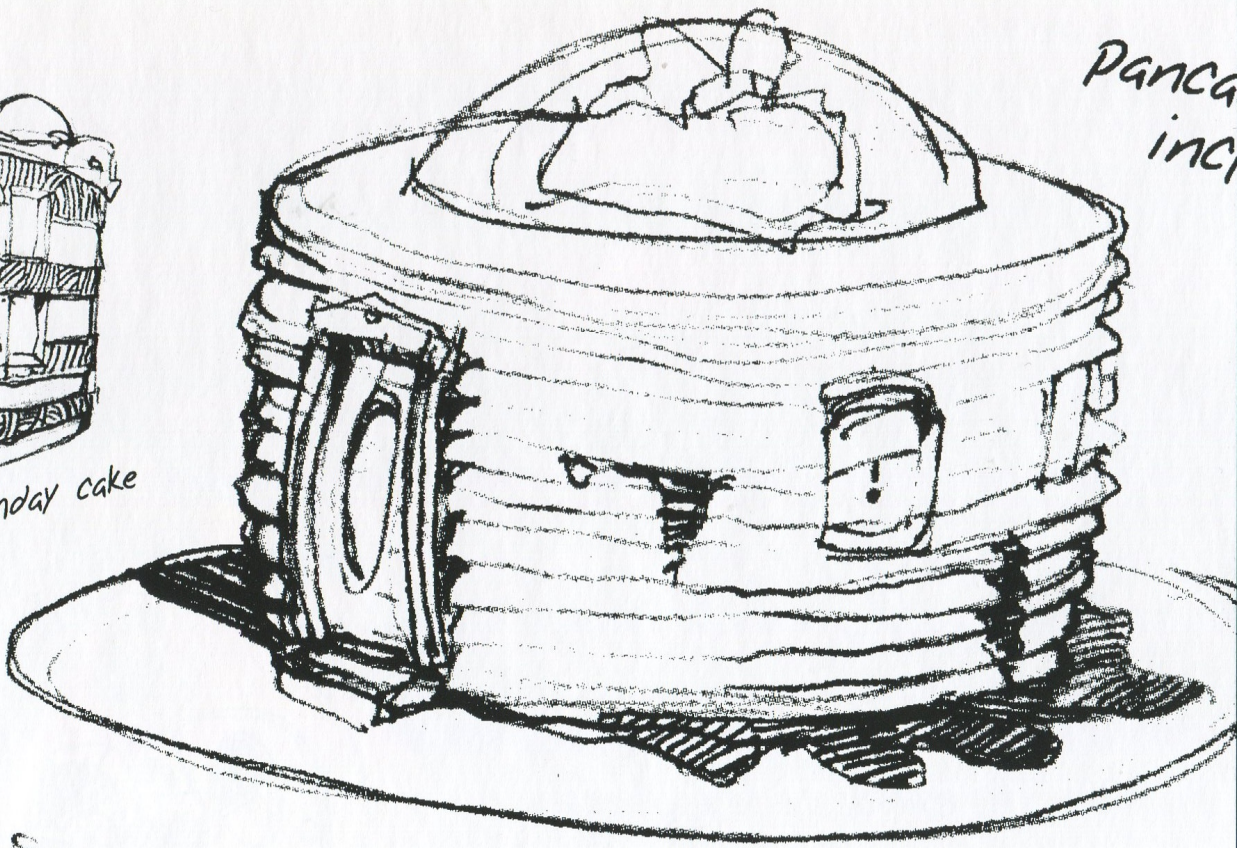
Bessie's house



Ziggy's house



birthday cake



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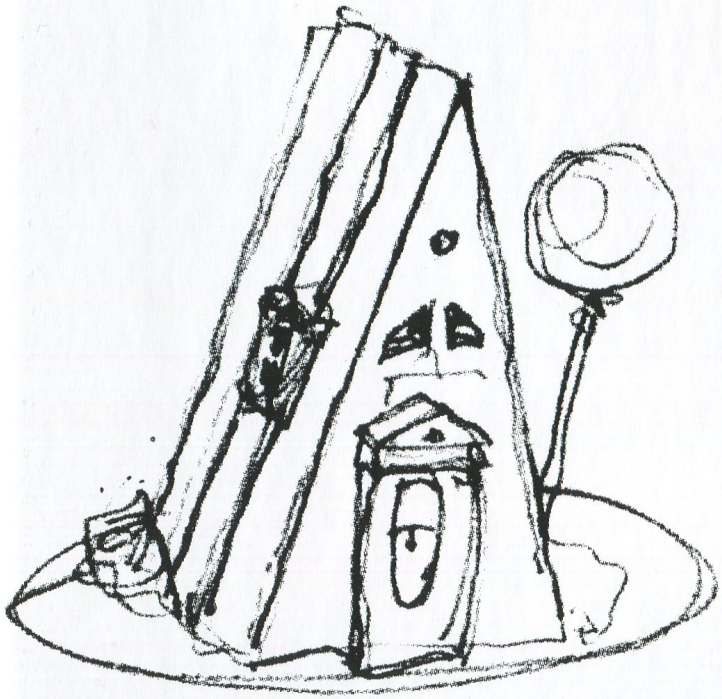
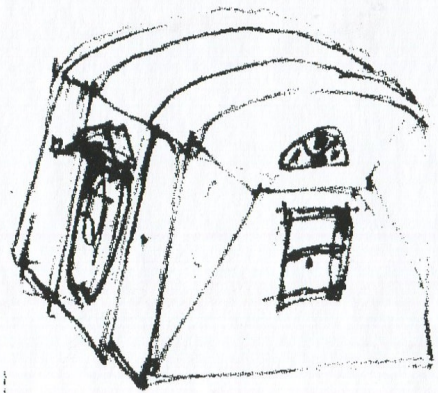
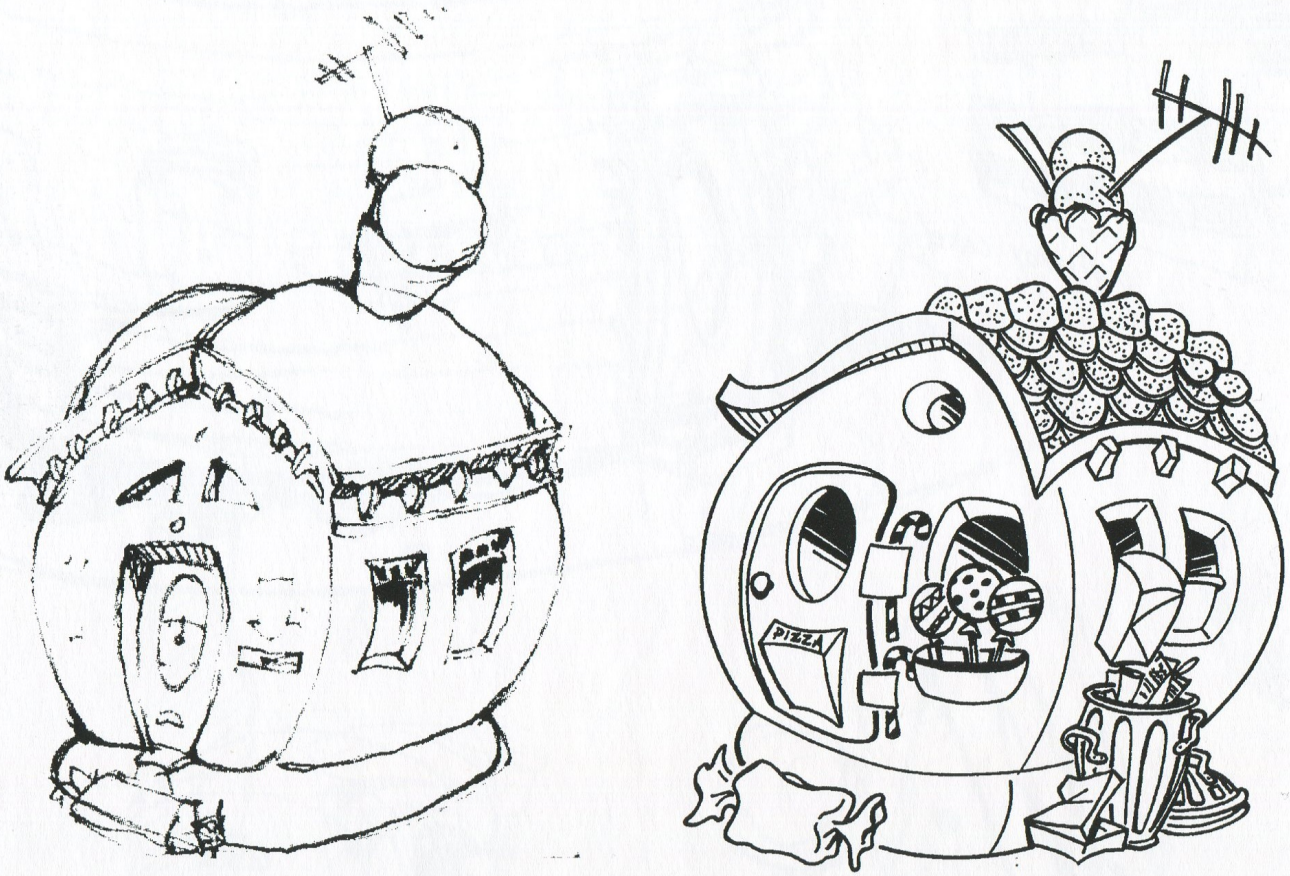


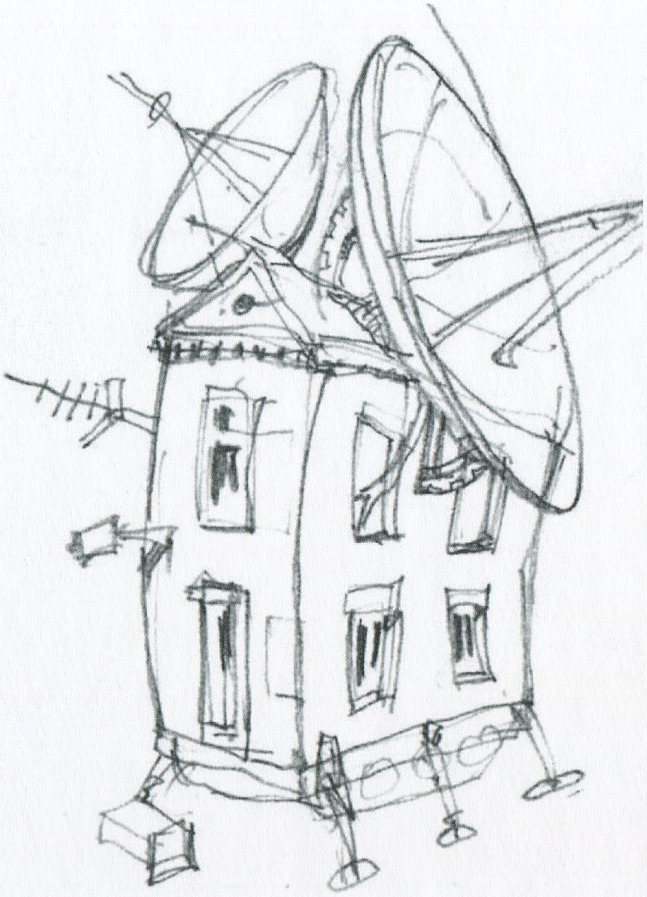


Anton Berg housing

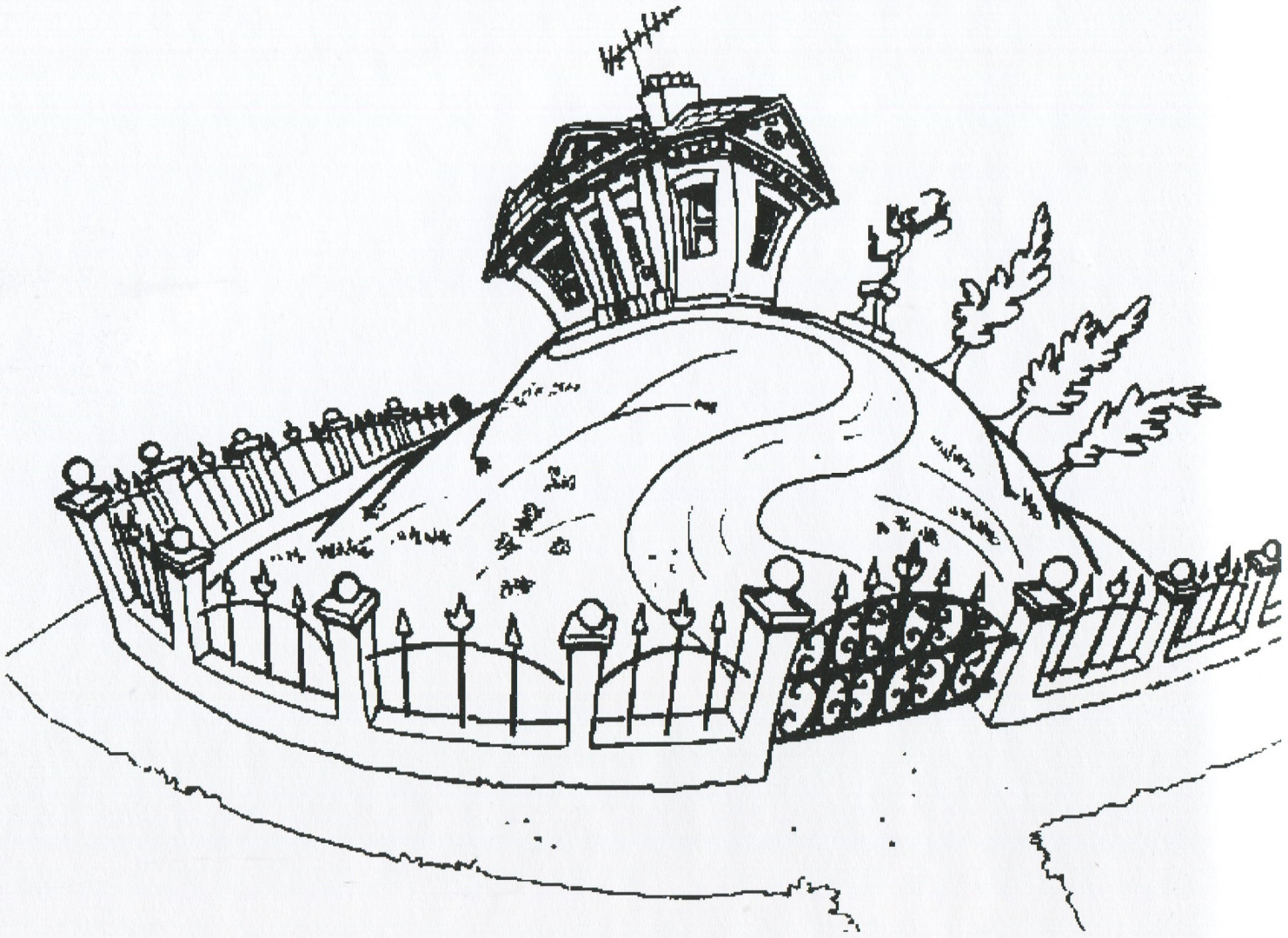
Ziggy's house



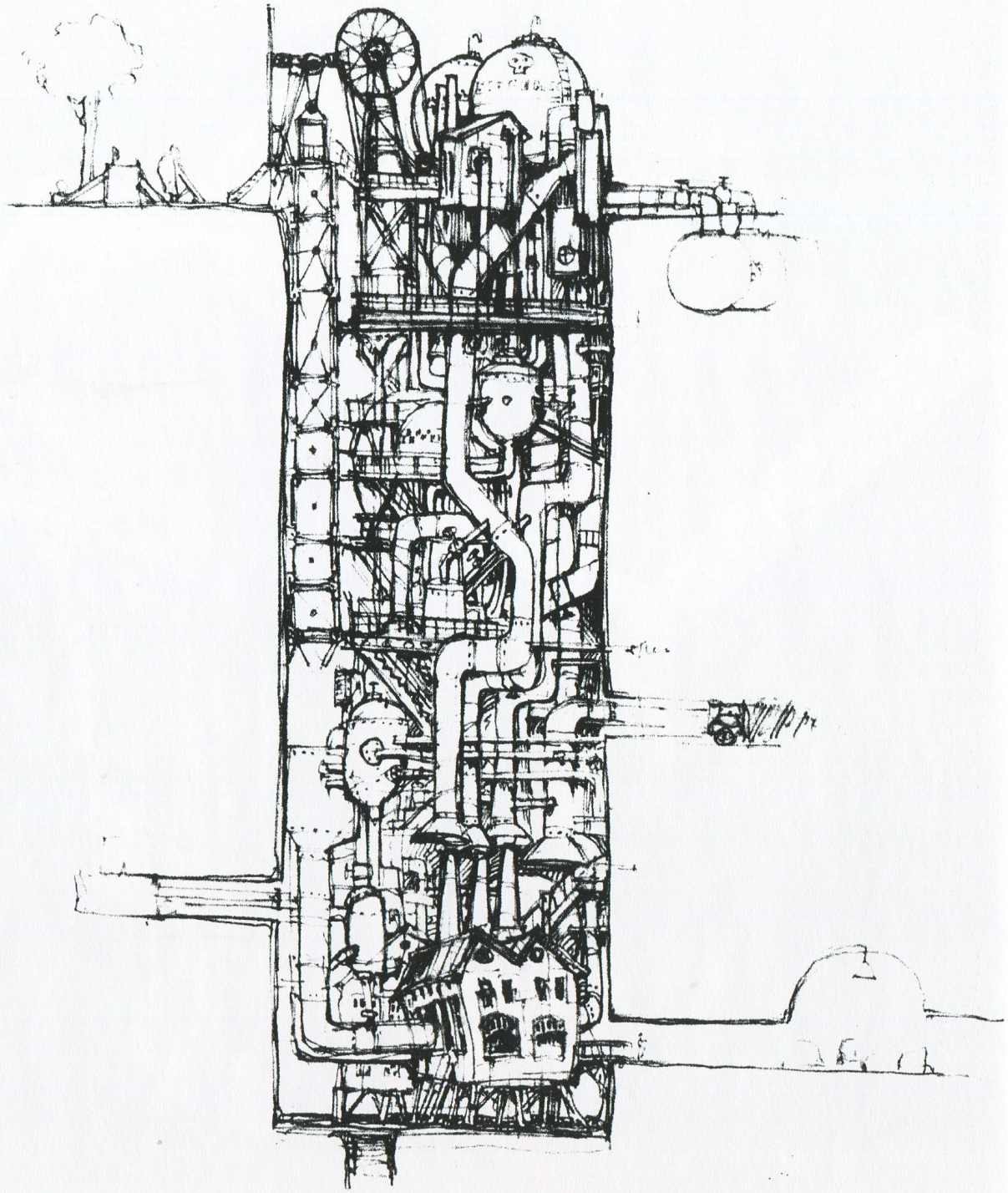
Pixel's house

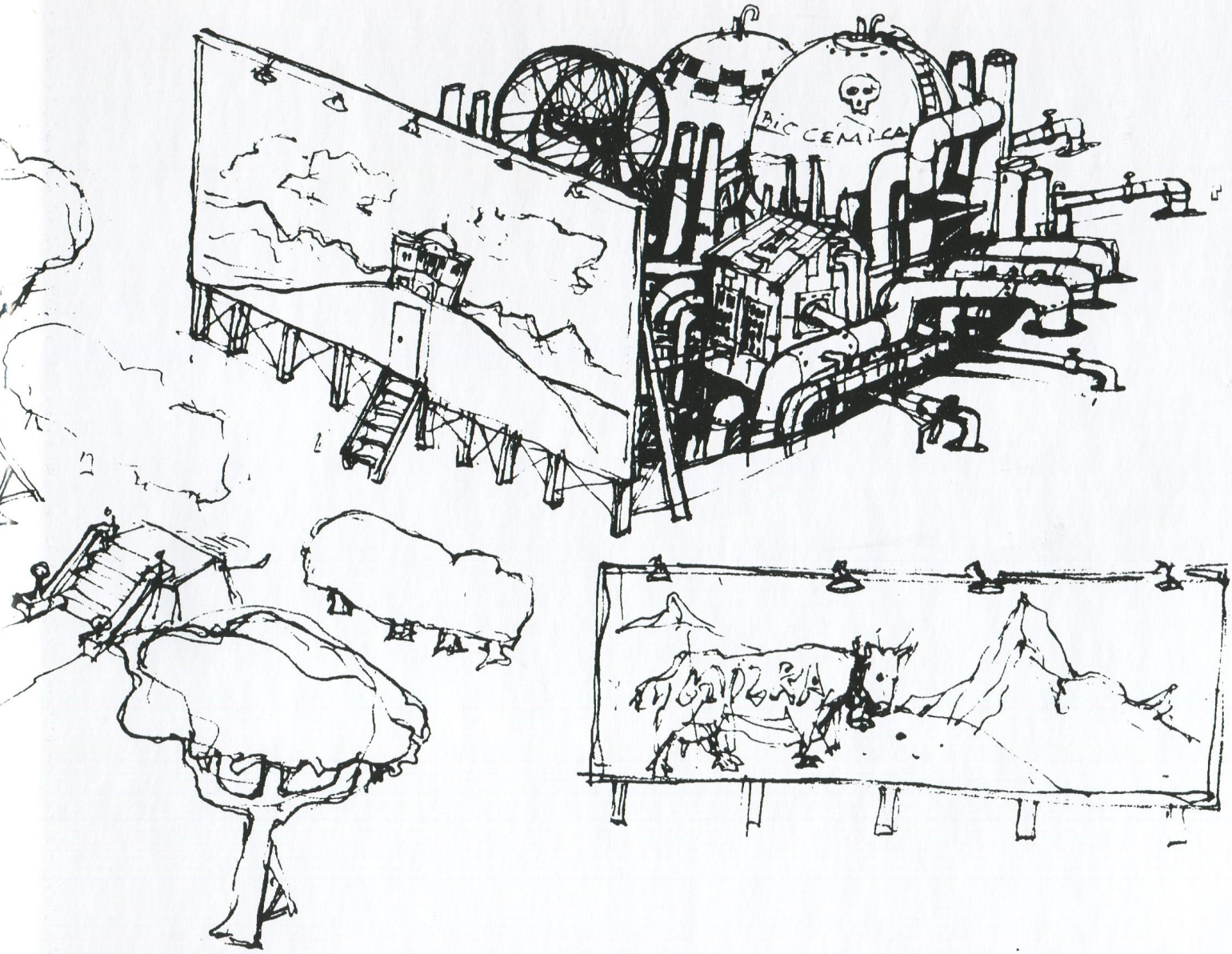


Stingy's house



Robbie's laier

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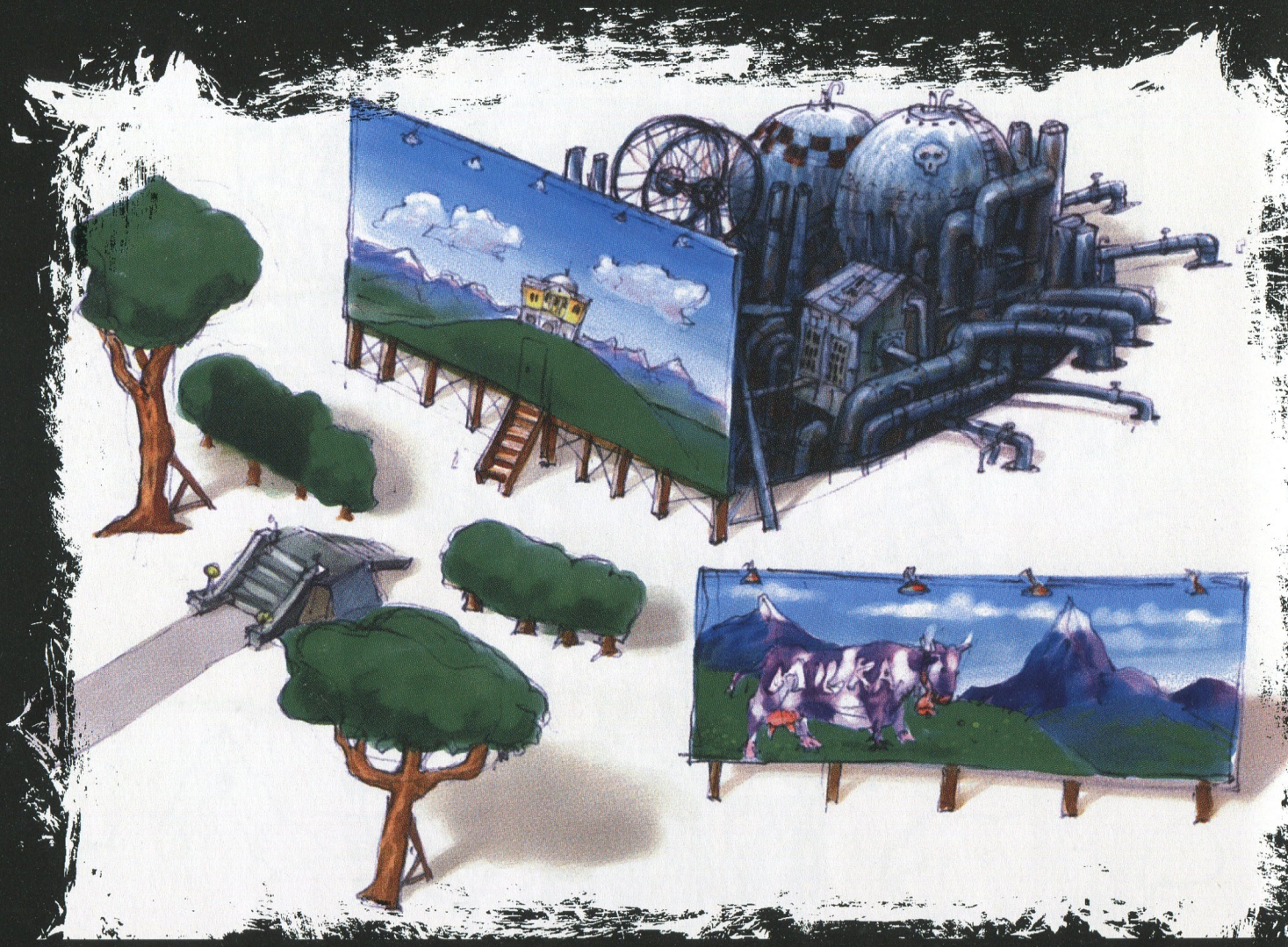
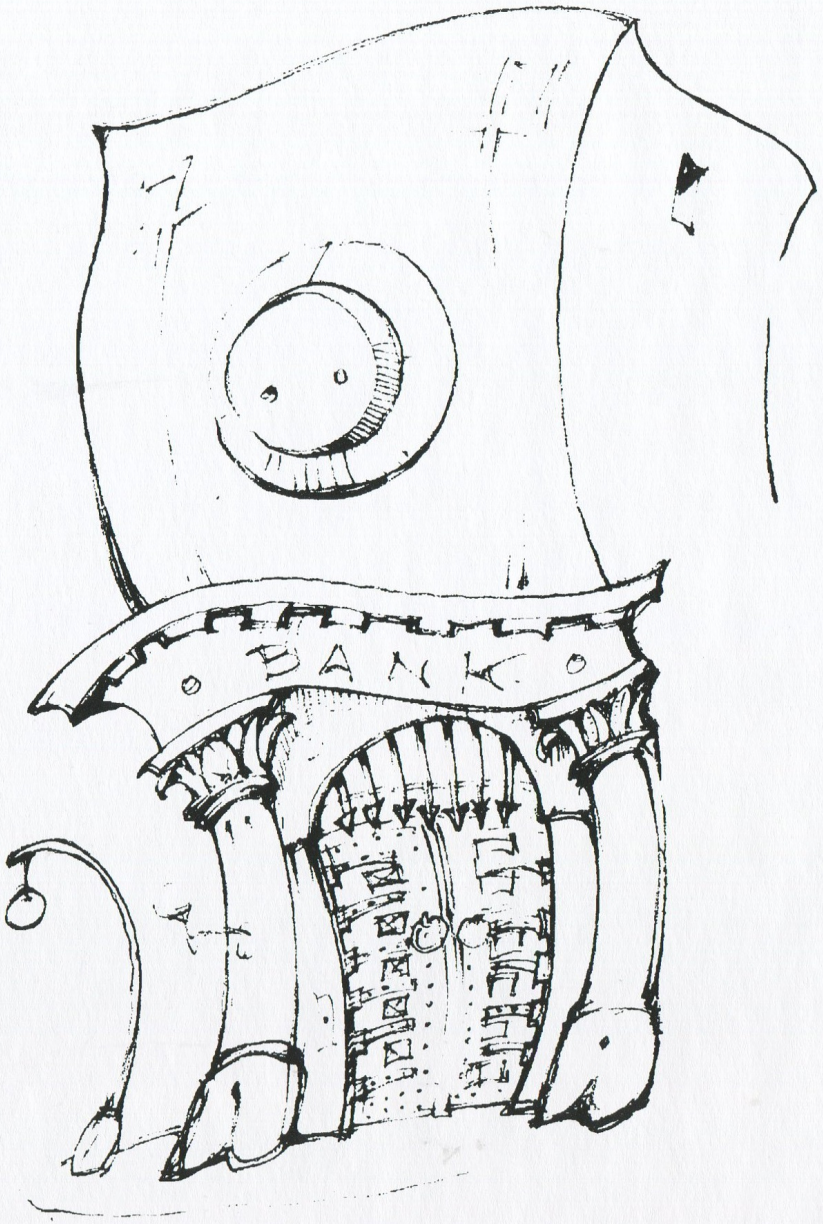
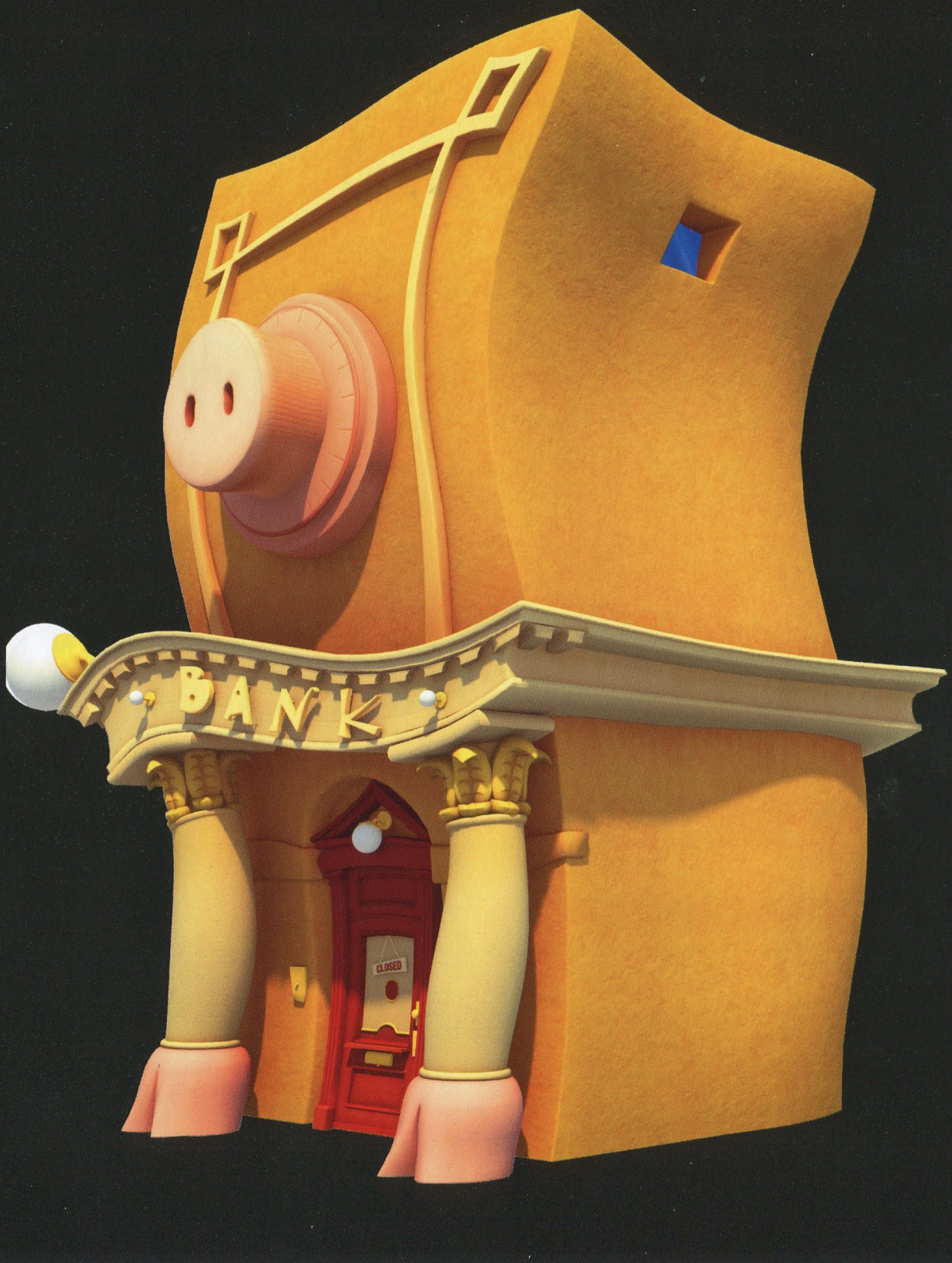
Robbie's laier



The Bank




BANK
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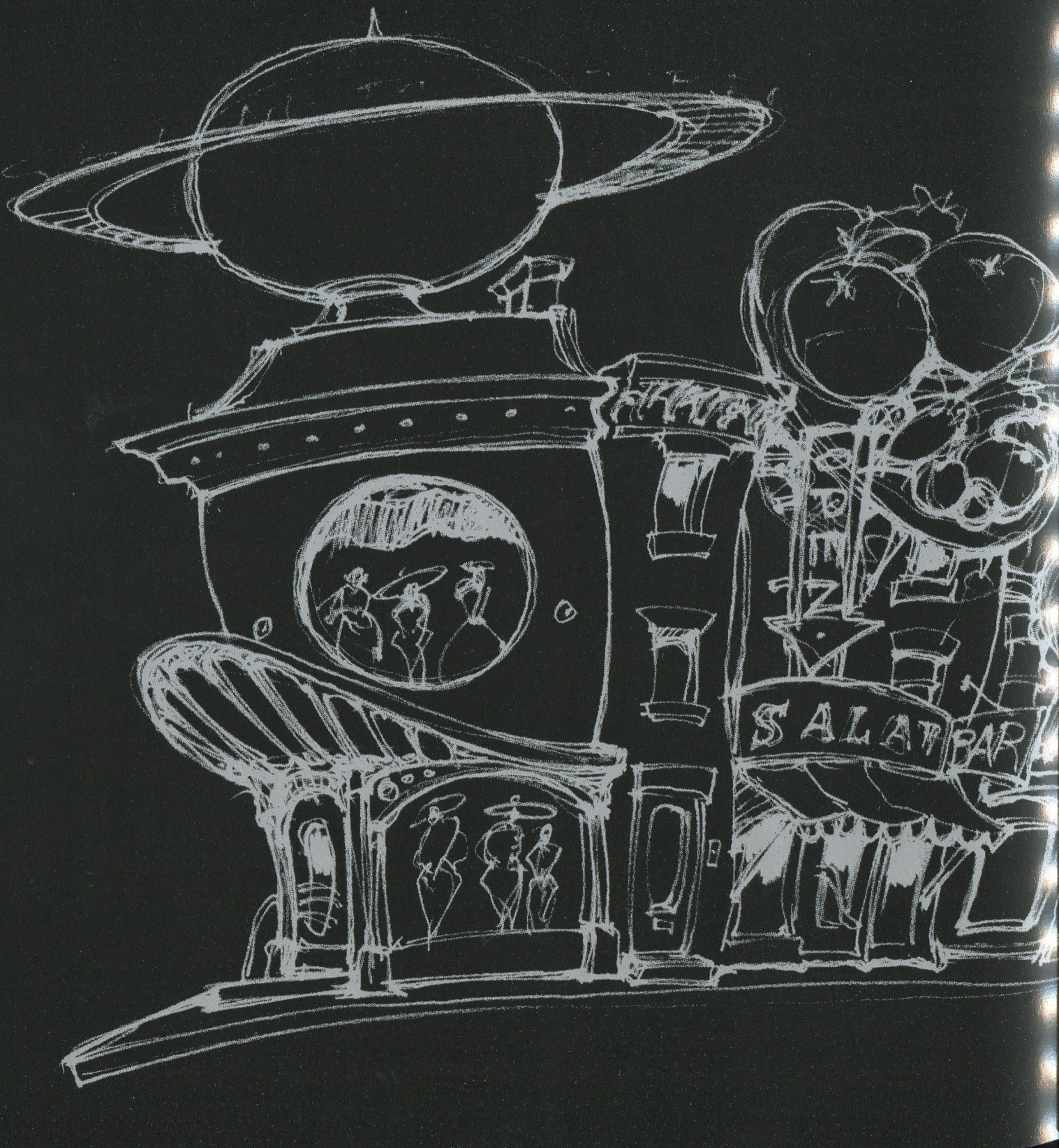
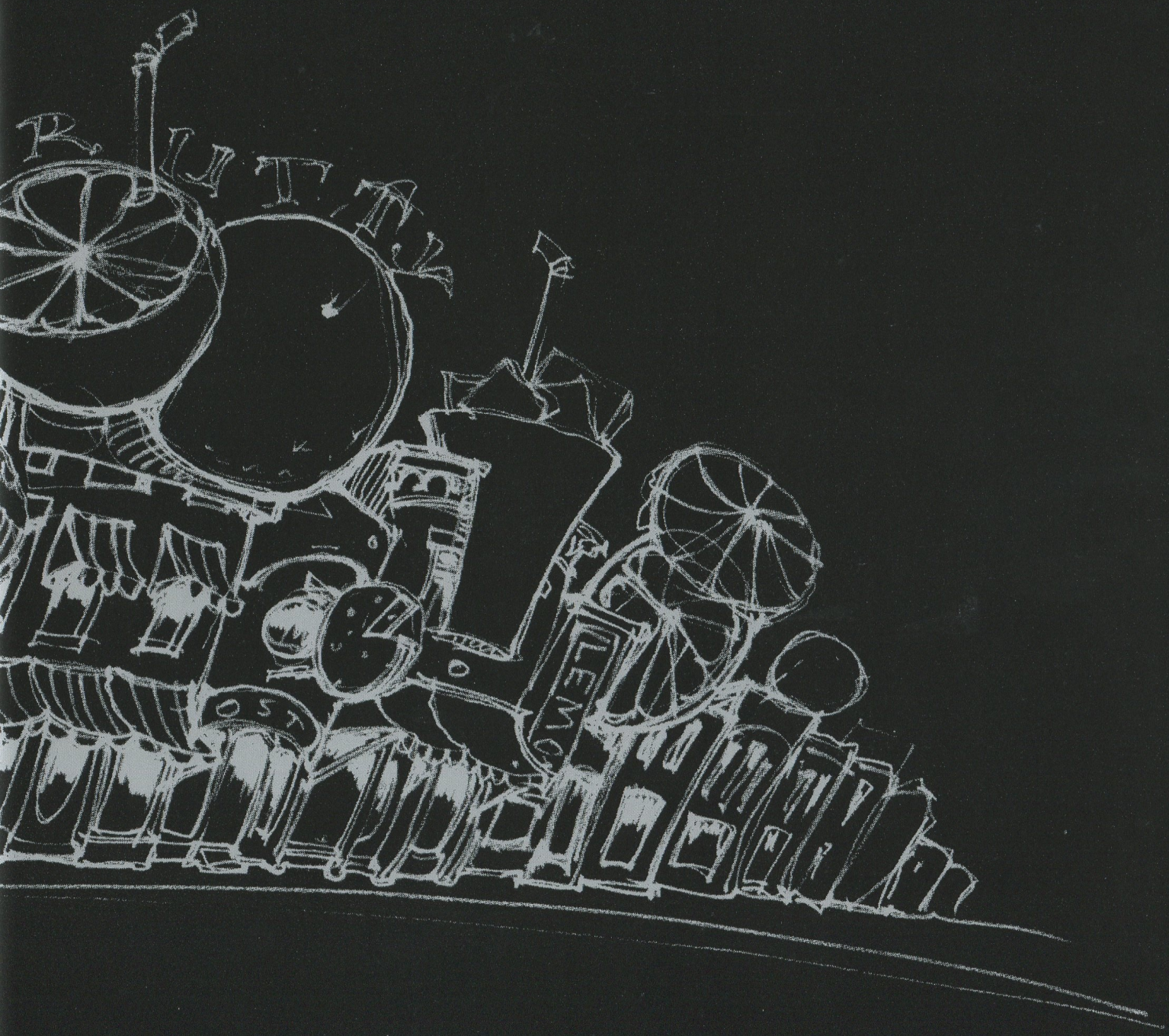
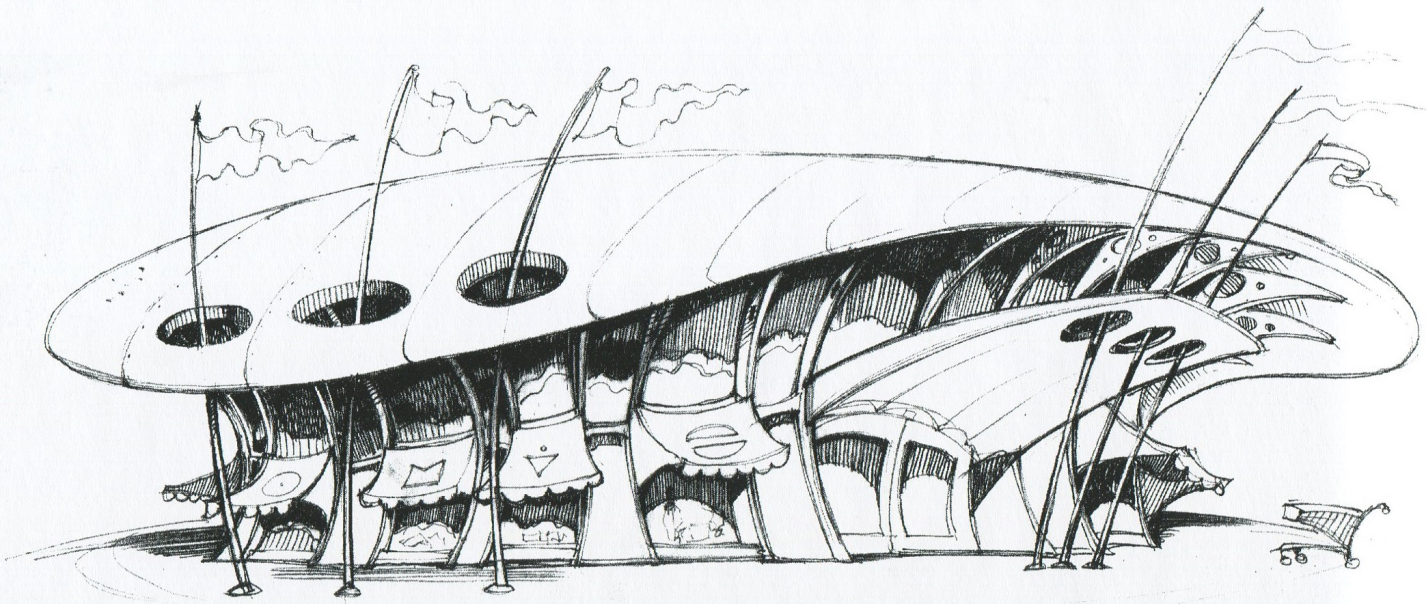
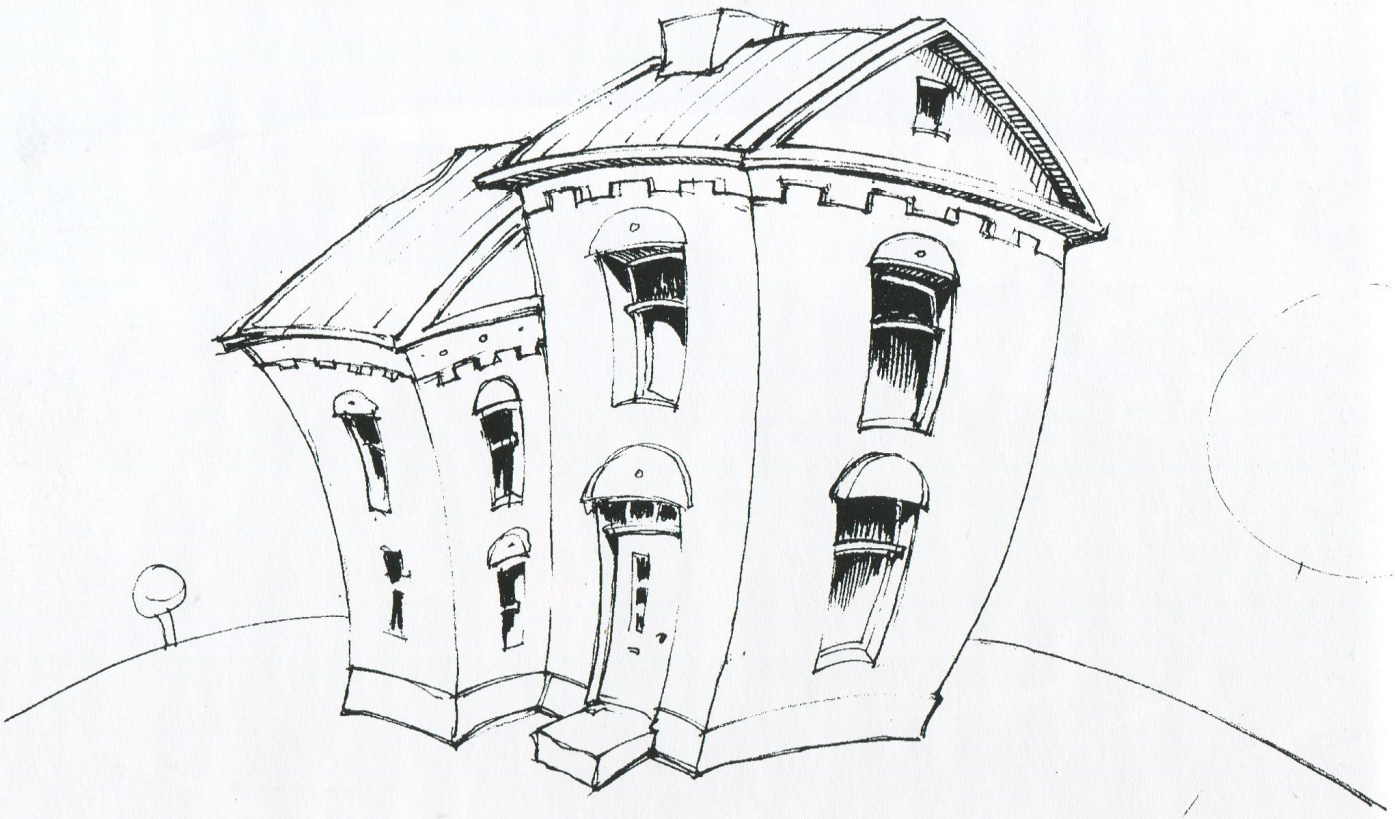
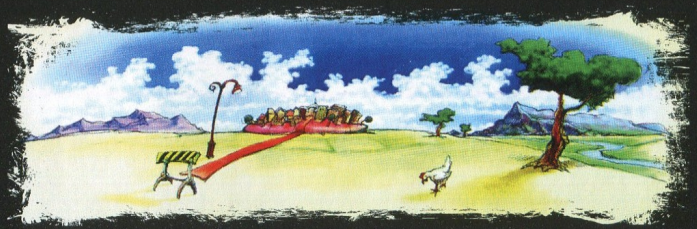

SALAPAR



Sportcenter



LazyTown Houses